

STYLE GUIDE



The
Ren & Stimpy
Show
NICKTOONS



THE STAMP SHOW™





Style Guide

© 1992 Nickelodeon. All Rights Reserved.

Nicktoons, The Ren & Stimpy Show and all related characters
are trademarks owned and licensed for use by Nickelodeon,
a cable channel owned and operated by Viacom International Inc.

The REN & STIMPY Show™

NICKELODEON'S® odd-couple comedy duo has become a cult favorite across the United States. In the tradition of Laurel and Hardy and Abbott and Costello, meet Ren Hoëk and Stimpy, an ornery asthma-hound chihuahua and his trusting feline sidekick. The Ren & Stimpy Show is a colorful cartoon party that features classic cartoon madness...taken to the cutting edge!

REN HOËK™ and **STIMPY™** are a mismatch made in animation heaven. Ren Hoëk is scrawny, temperamental, passionate and extremely headstrong. Stimpy is loyal, brave and gullible. The only things this unlikely pair have in common are a life long friendship and an incredible knack for getting into trouble.

THE REN & STIMPY SHOW™ updates the anarchic physical comedy of the great cartoons of the '40s and '50s. Ren Hoëk and Stimpy regularly do the physically impossible; they are squashed one moment and miraculously exploding the next. The colors are bold, the sight gags are absurd and the music is stirring and dramatic. From deep in the medieval mists of Sherwood Forest to the far reaches of the Crab Nebula, a Ren Hoëk and Stimpy story can go anywhere!

ABOUT THIS STYLE GUIDE

Every image in this guide is approved artwork for reproduction. The black & white pages are suitable for camera-ready use. The divider sections are also functional and display abstract patterns suitable for use on product. Periodically new pages are produced and made available to licensees. Contact Nickelodeon for updates.

Approval Procedure

Any usage of Ren Hoëk and Stimpy's names or likenesses must be approved in writing in advance. Approval is based upon character design that follows models and colors; correct relationships between characters; appropriate integration with products and advertisements; proper typeface for lettering and correct copyright and trademark notices.

Legal Information

The names and likenesses of all Ren Hoëk and Stimpy characters, artwork and distinctive lettering are protected under the copyright and trademark laws of the United States of America.

Required Copyright and Trademark Notices

A copyright and trademark notice in the following form must appear on all licensed merchandise and in all advertising for any licensed merchandise:

**© 199__ Nickelodeon. All Rights Reserved.
Nicktoons, The Ren & Stimpy Show and all related characters
are trademarks owned and operated by Nickelodeon,
a cable channel owned and operated by Viacom International Inc.**

The year to be included in this notice should be the year the design of the product is first distributed to the public. In addition, the letters "TM" should appear next to the first or most prominent use of The Ren & Stimpy Show and the character names when they appear on a piece of licensed merchandise or in any advertising copy. The proper wording and placement of all notices must be cleared and approved by Nickelodeon.

Note that the above notices are appropriate for use in the United States and Canada ONLY. Because of variations in the laws in some countries, notices and legal procedures must be cleared with Nickelodeon before advertising or marketing of products in other countries.

Secret Membership Oath:

I do hereby promise only to watch *The Ren and Stimpy Show*. To make underleg noises during the good scenes. To wear unwashed lederhosen every single day of the rest of my life.

The Ren and Stimpy Prayer

Ren Hoök: "Please give me a million dollars and a fridge with a huge padlock and...oh yeah, huge pectoral muscles!"

Stimpy: "Please bless grandma and grandpa. But most of all please watch out for my best pal Ren...He's not strong."

Gritty Kitty Litter Poem

Gritty Kitty ain't so pretty, but it's really sick. It fills my catbox oh so snug...it always does the trick. I like to rub it on my toes and squish and squish and squish...It ne'er offends my tender nose...like a smelly fish! It's texture is a joy to me. It's just as smooth as silk...it makes my little whiskers twitch...it stays crunchy even in milk! I may not be the president, I may not be the Pope. But as long as I have Gritty Kitty, I shall never mope!

The Happy Happy Joy Joy Song

Hello, Boys and Girls, this is your old pal, Stinky Wizzleateats! This is a song about a whale—not! This is a song about being happy! That's right! It's the Happy Happy Joy Joy song!

Chorus:

Happy Happy Joy Joy!
Happy Happy Joy Joy!

Happy Happy Joy Joy!
Happy Happy Joy Joy!
Happy Happy Joy Joy!

Happy Happy Joy Joy!
Happy Happy Joy Joy!

Happy Happy Joy Joy Joy!

I don't think you're happy enough! That's right! I'll teach you to be happy! I'll teach your grandmother to suck eggs!

Chorus:

Happy Happy Joy Joy!
Happy Happy Joy Joy!

Happy Happy Joy Joy!
Happy Happy Joy Joy!
Happy Happy Joy Joy!

Happy Happy Joy Joy!
Happy Happy Joy Joy!

Happy Happy Joy Joy Joy!

If'n you ain't the granddaddy of all liars! The little critters of nature...they don't know that they're ugly! That's very funny! A fly marrying a bumblebee. I told you I'd shoot! But you didn't believe me! Why didn't you believe me?!

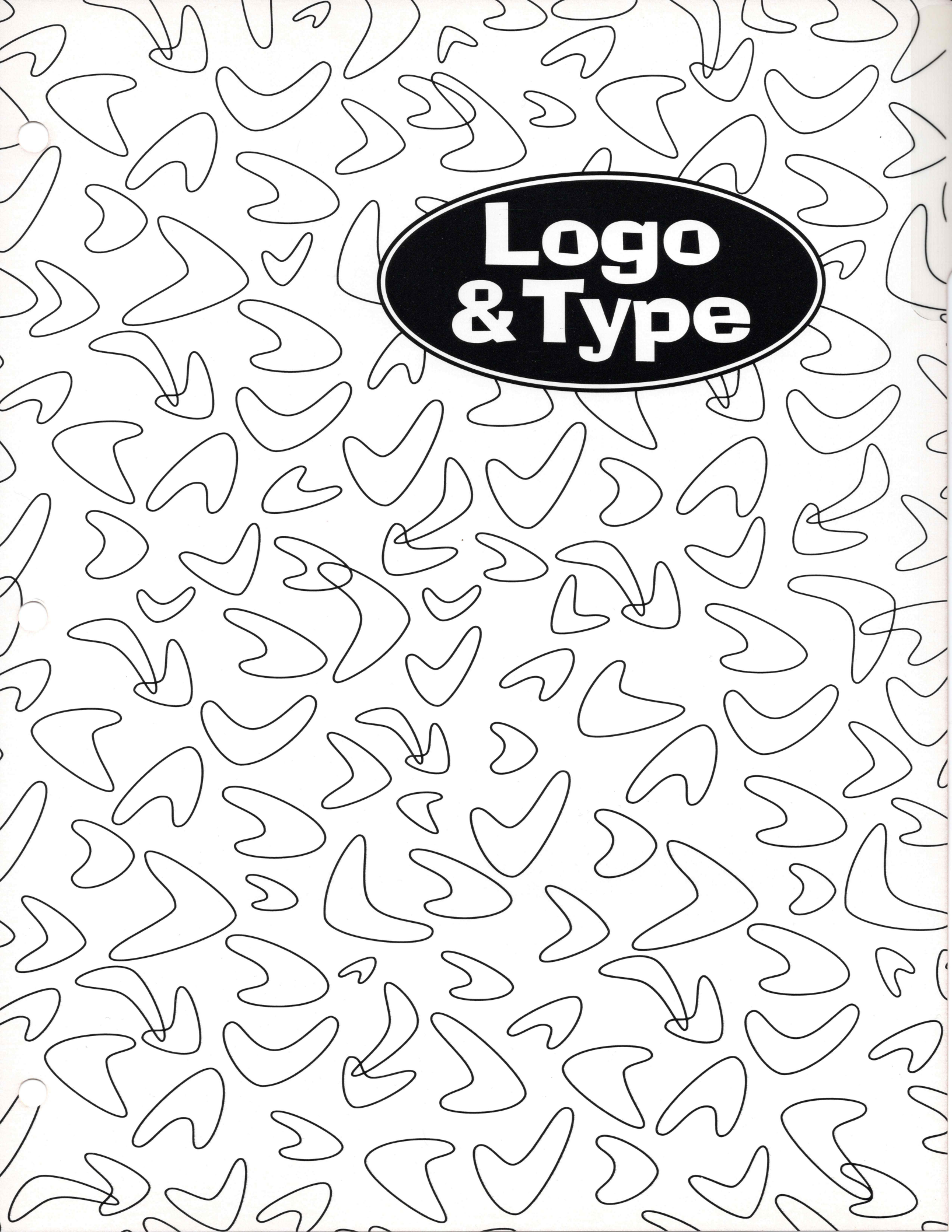
Chorus:

Happy Happy Joy Joy!
Happy Happy Joy Joy!

Happy Happy Joy Joy!
Happy Happy Joy Joy!
Happy Happy Joy Joy!

Happy Happy Joy Joy!
Happy Happy Joy Joy!

Happy Happy Joy Joy Joy!



Logo & Type

THE
REN & STIMPY
SHOW™





The Nicktoons logo is always PMS 021 orange and the type within it is always white. When printing, it's best to add this as a fifth color. If you must use process colors, you can create Nickelodeon Orange by combining 100% yellow and 70% magenta, but it's not recommended. If you're printing black and white, the burst should be black with white lettering.

REN HOEK™

STIMPY™

CALLING
POWDERED
TOASTMAN!™

Yak™

Mr. Horse

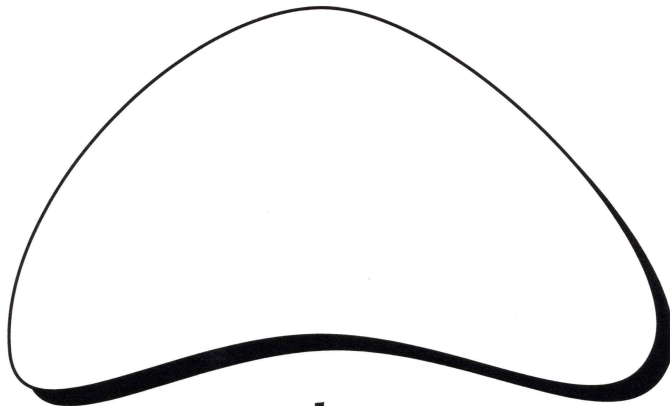


ASK
DR. STUPID

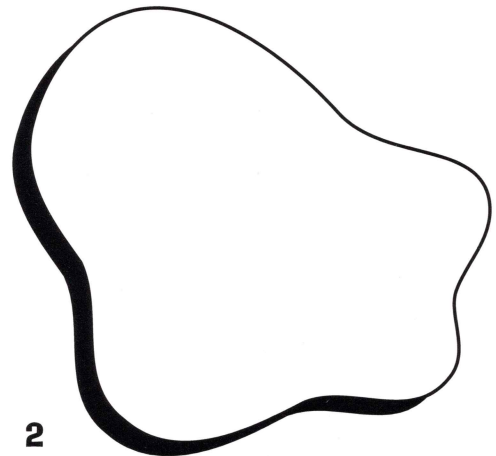
HAPPY HAPPY!
JOY JOY!



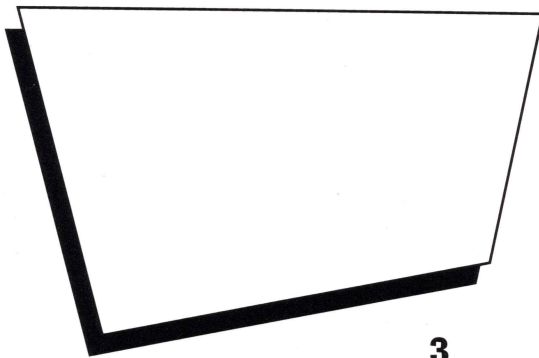
Aa B C D E e F
G H I i J K L M
N O o P Q R R S
S T T U U V W w
X Y Z 1 2 3 4 5
6 7 8 9 0 = *
...
“? ? ! ! , (: ; &)



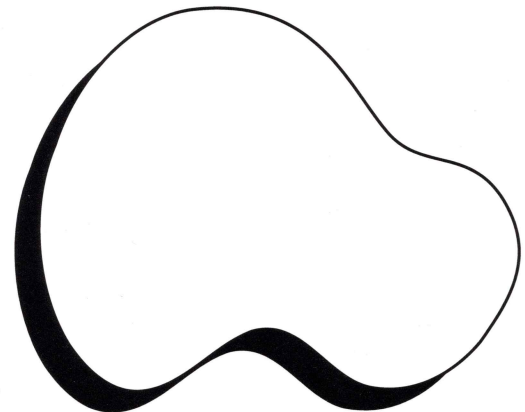
1



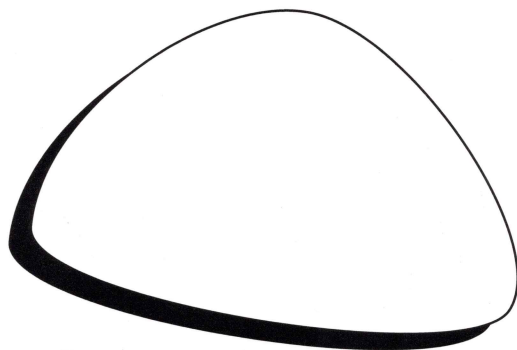
2



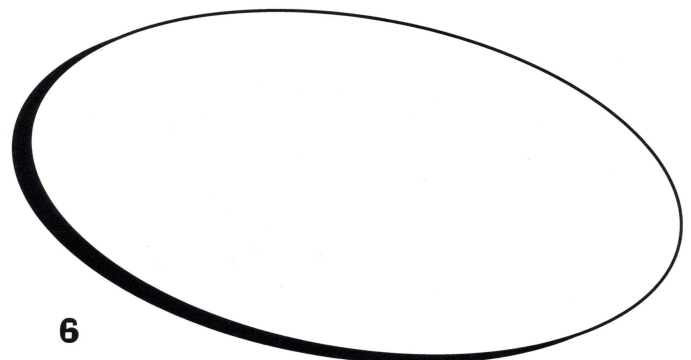
3



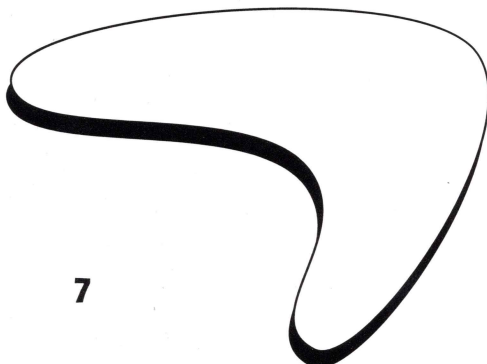
4



5



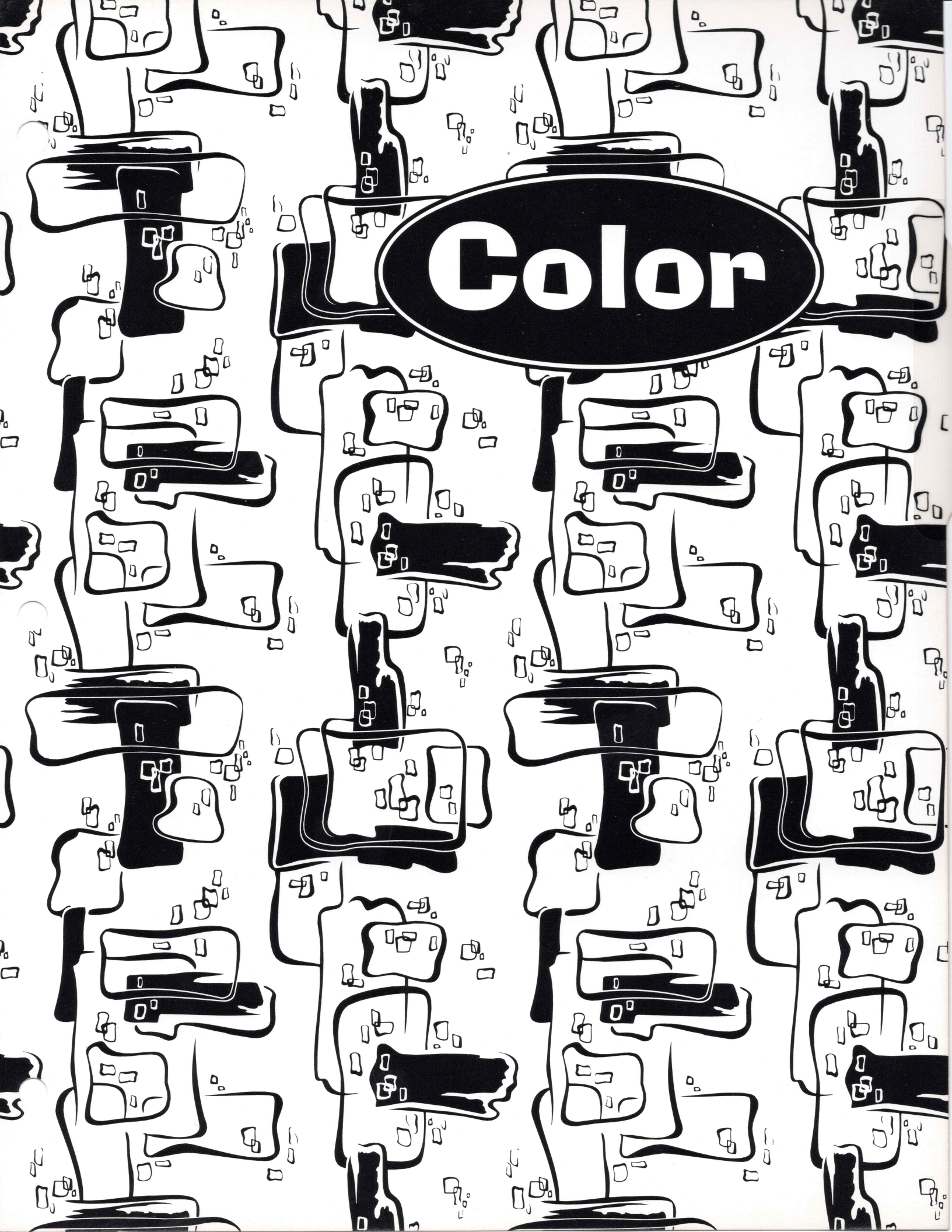
6



7

Note:

All of these "amoeba" shapes are for use as background elements in conjunction with The Ren & Stimpy Show logo and/or images of Ren Hoek and Stimpy. This page is also available as a Postscript™ document for use with the Macintosh™. Contact Nickelodeon for details.



Color



DO NOT MATCH COLORS TO THIS PAGE!

These examples are for general appearance and color break only.

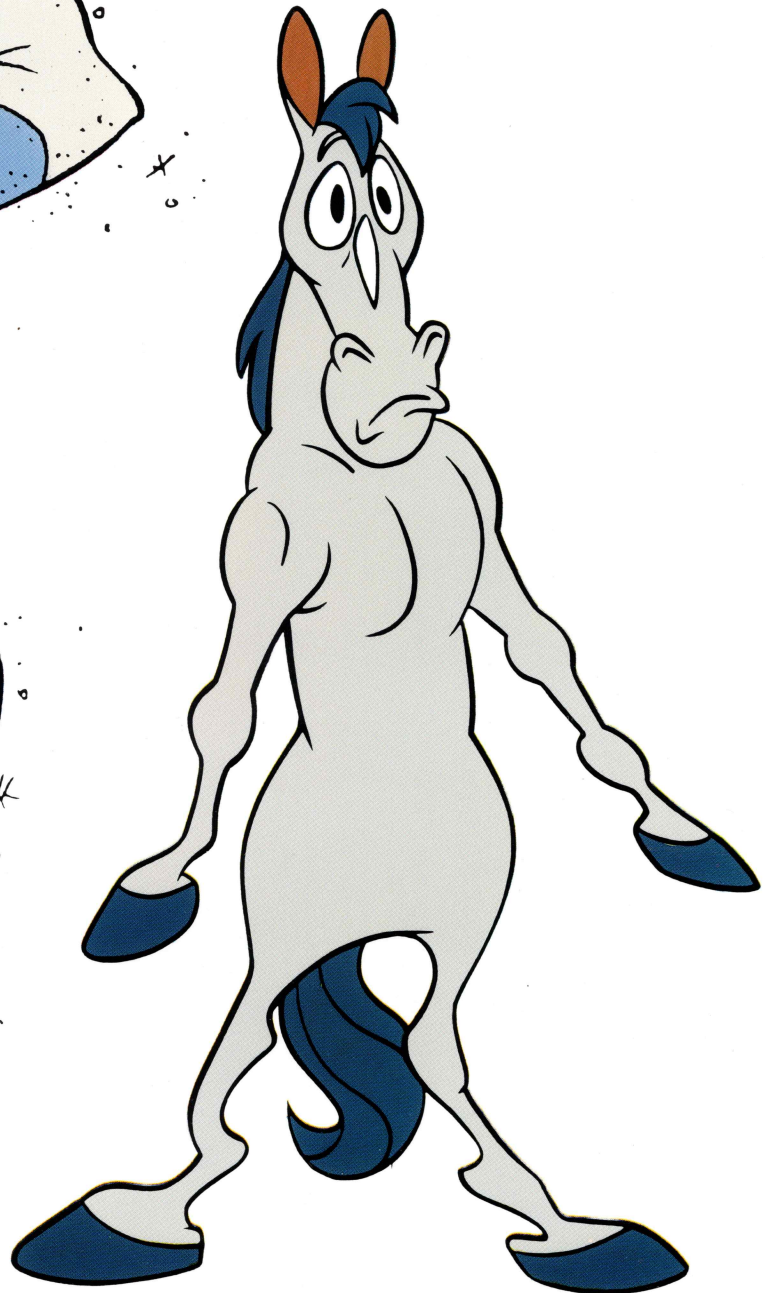
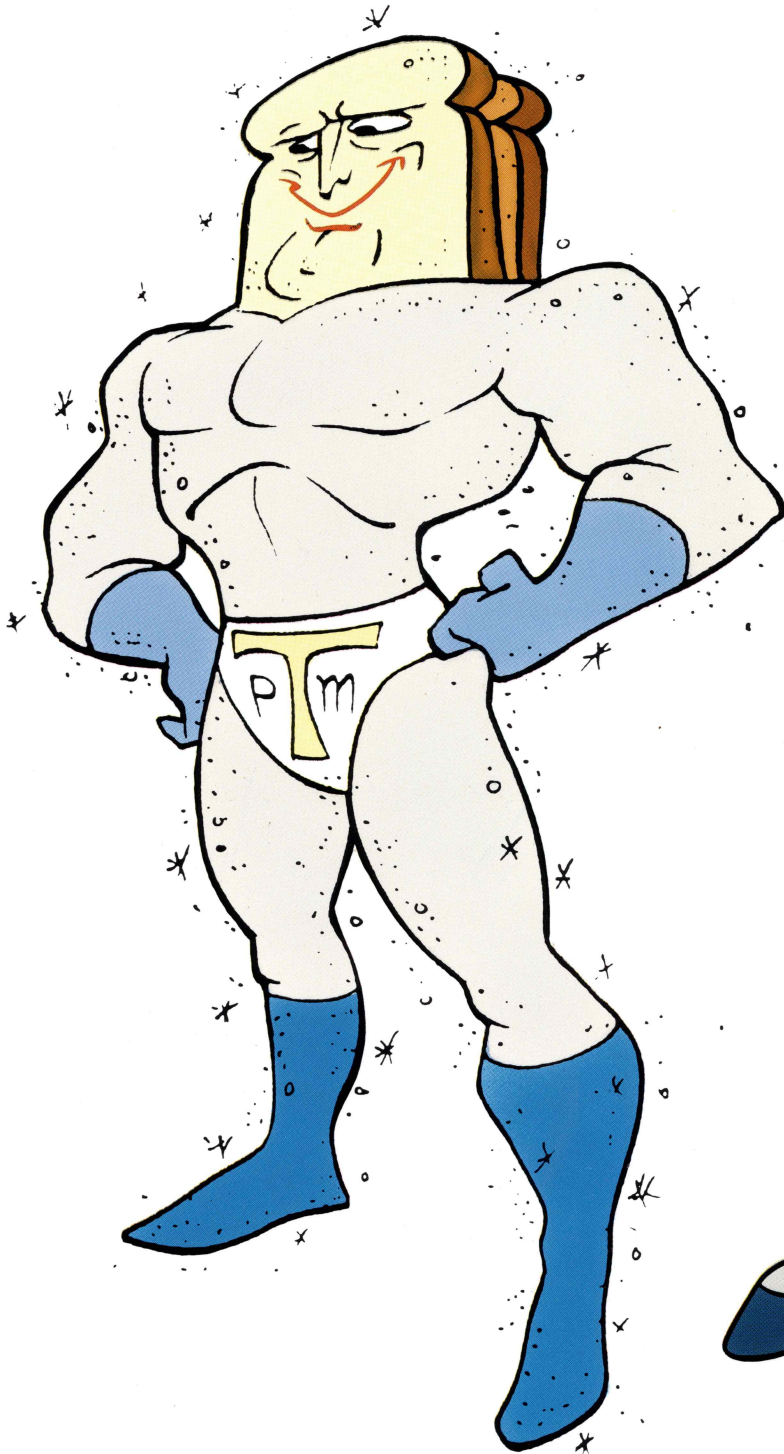
The Ren & Stimpy Show logo can appear in virtually any color arrangement. There is no limitation to the colors used, as long as the palette is bright, wild and similar to the typographic feeling of the show. The color logos shown here are

two accepted examples. The Nicktoons logo is always PMS-021 orange, and the type within it is always white. When printing, it's best to add this as a fifth color. If you must use process colors, you can create Nickelodeon Orange by combining 100% yellow and 70% magenta. If printing in black and white, the burst should be black with white lettering. The Nicktoons logo size should be 15% of the Ren & Stimpy Show logo.

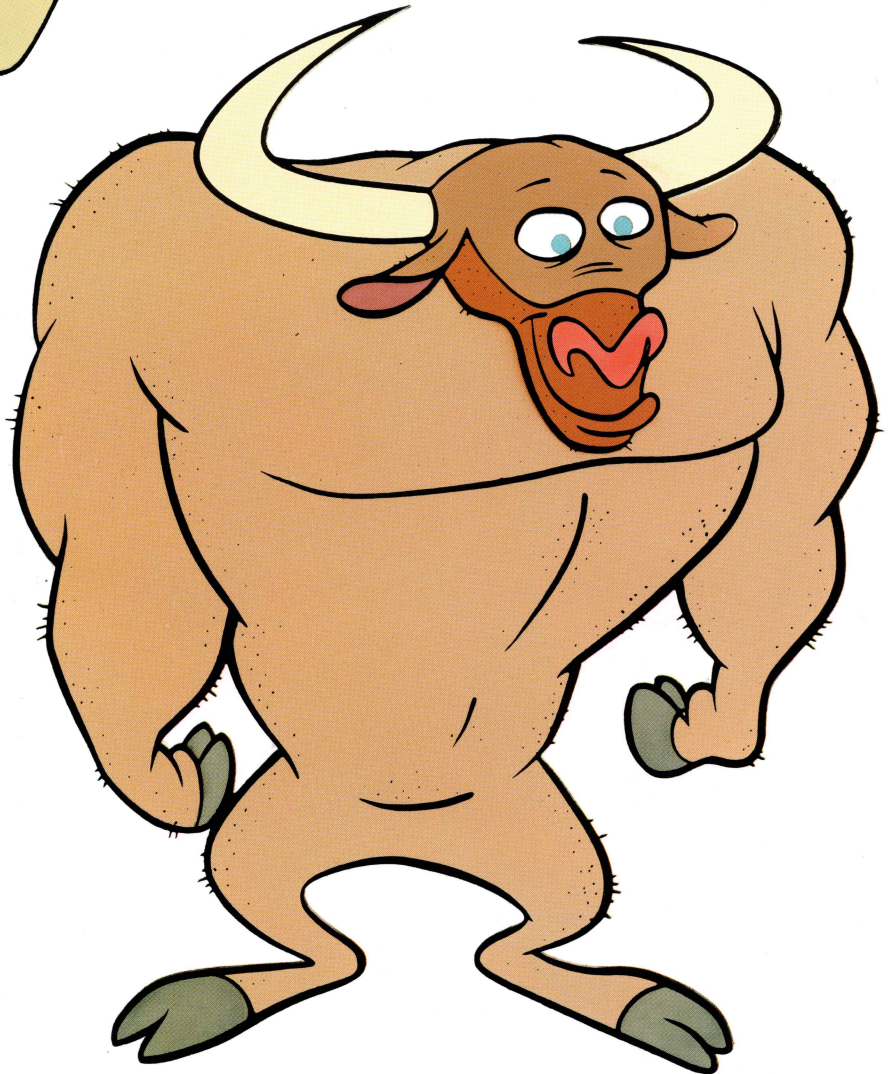
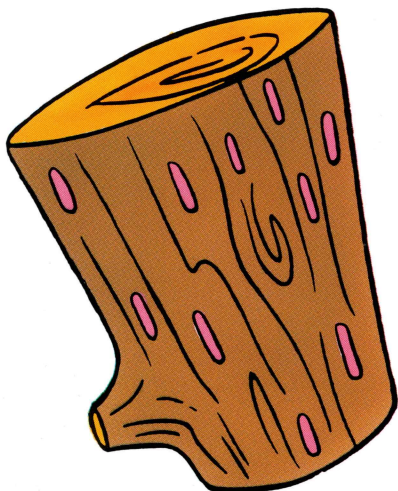
DO NOT MATCH COLORS TO THIS PAGE!
These examples are for general appearance
and color break only. Always use the PMS
reference numbers.



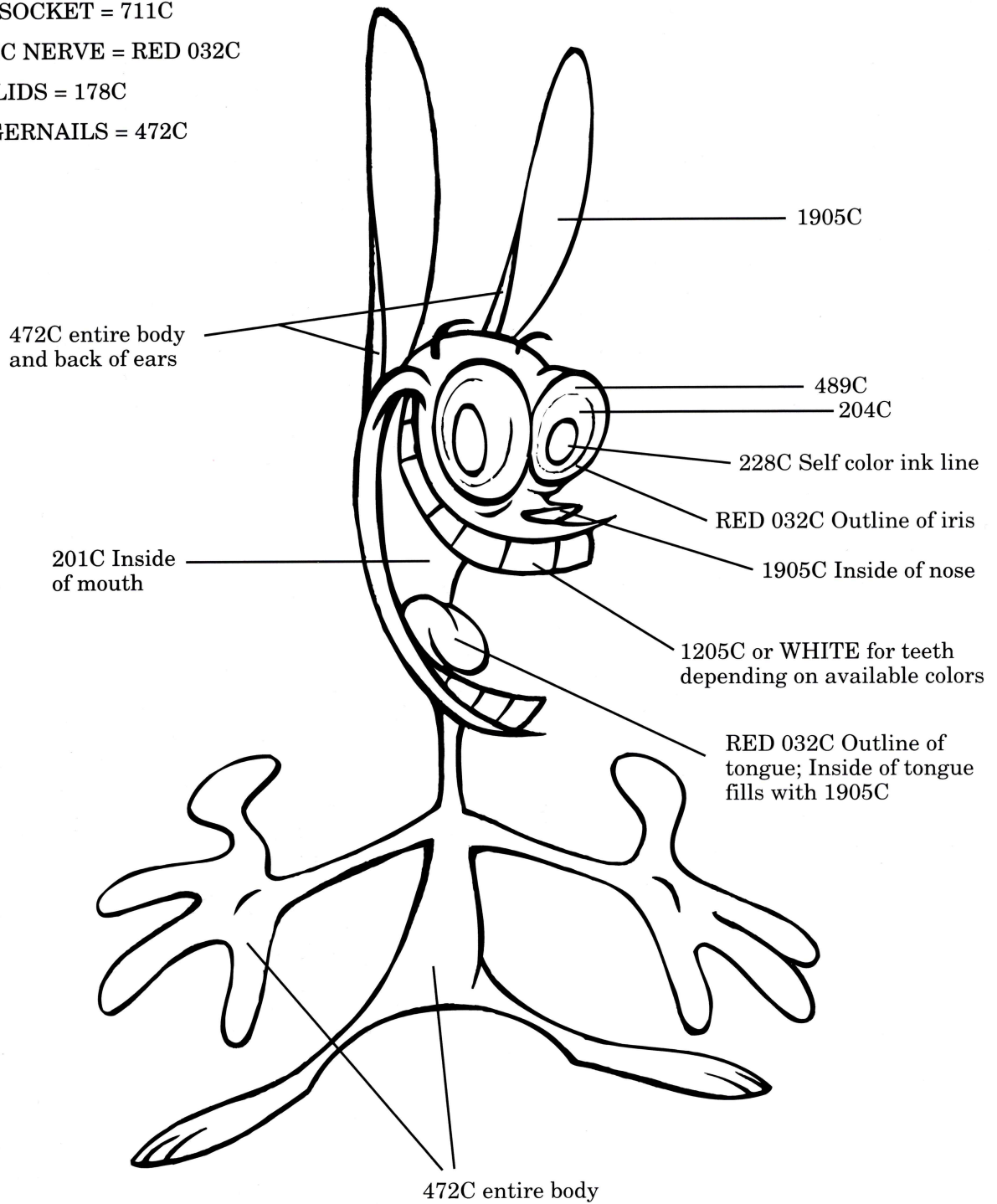
DO NOT MATCH COLORS TO THIS PAGE!
These examples are for general appearance
and color break only. Always use the PMS
reference numbers.



DO NOT MATCH COLORS TO THIS PAGE!
These examples are for general appearance
and color break only. Always use the PMS
reference numbers.



GUMS = RED 032C
 HIGHLIGHT ON PUPIL = 1205
 EYE SOCKET = 711C
 OPTIC NERVE = RED 032C
 EYELIDS = 178C
 FINGERNAILS = 472C



TEETH = WHITE

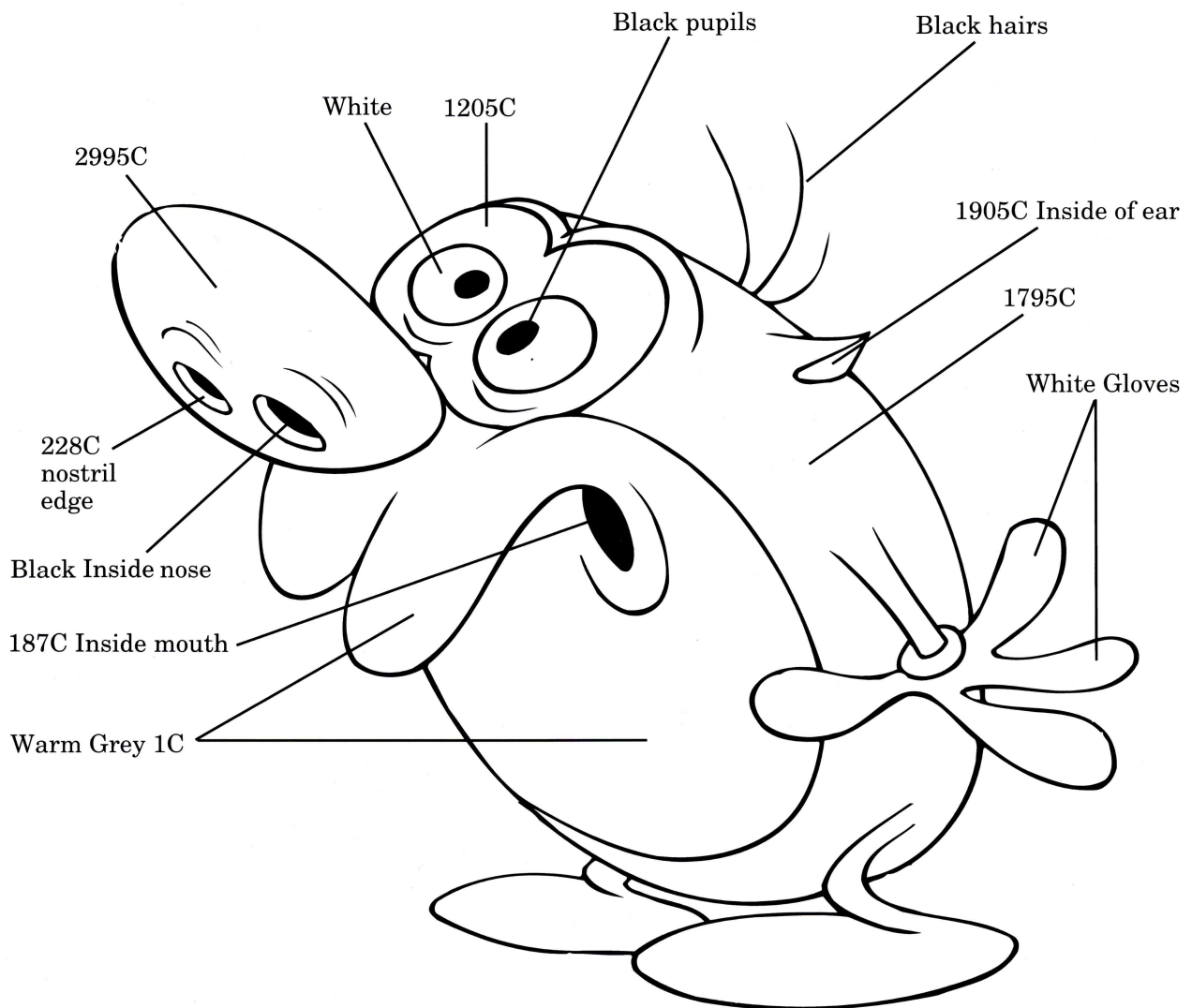
EYELIDS = 656C

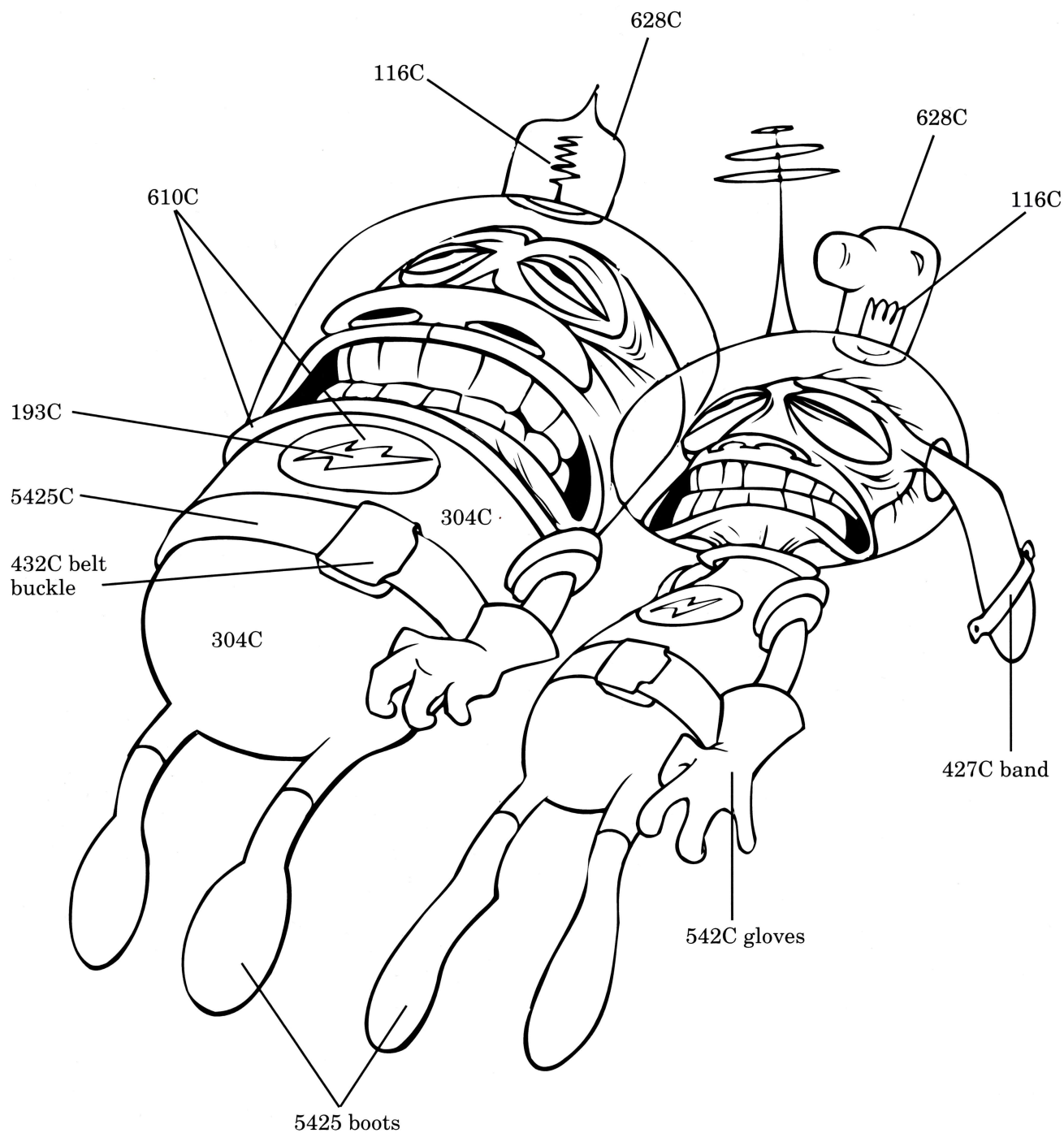
GUMS = 674C

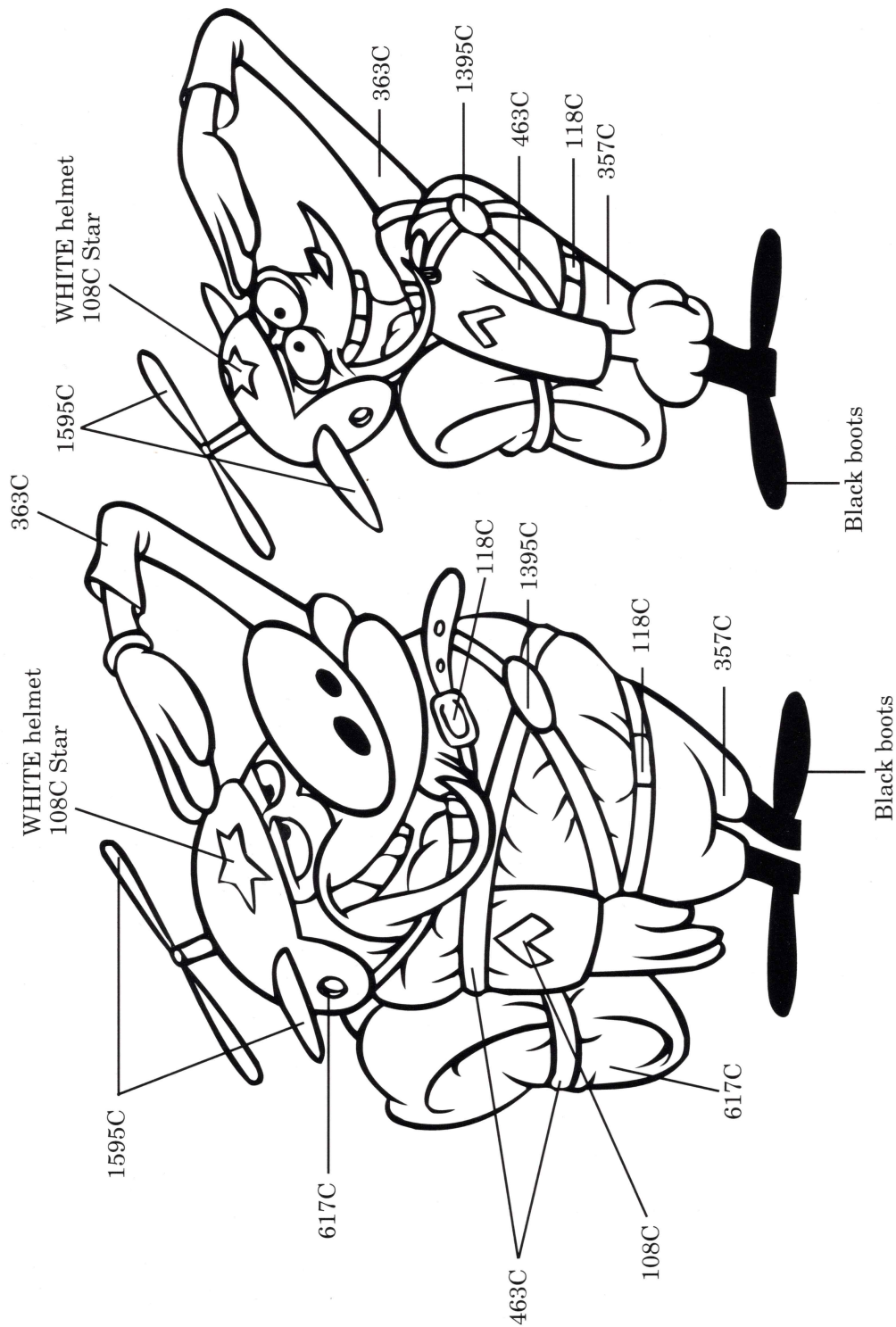
TONGUE = RED 032

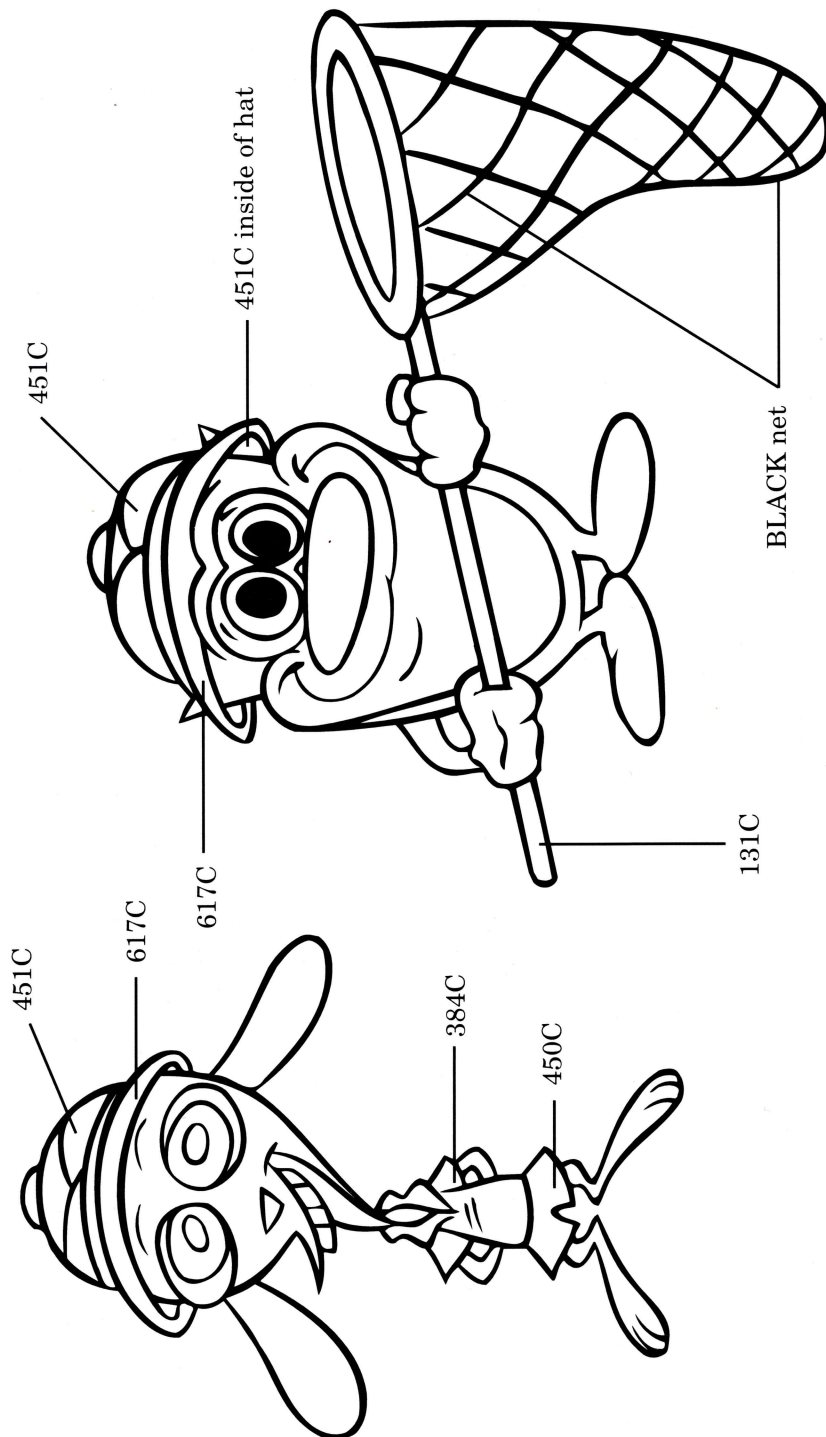
NOSE HIGHLIGHT = 3252C Self color

TEARS AND DROOL = 305C

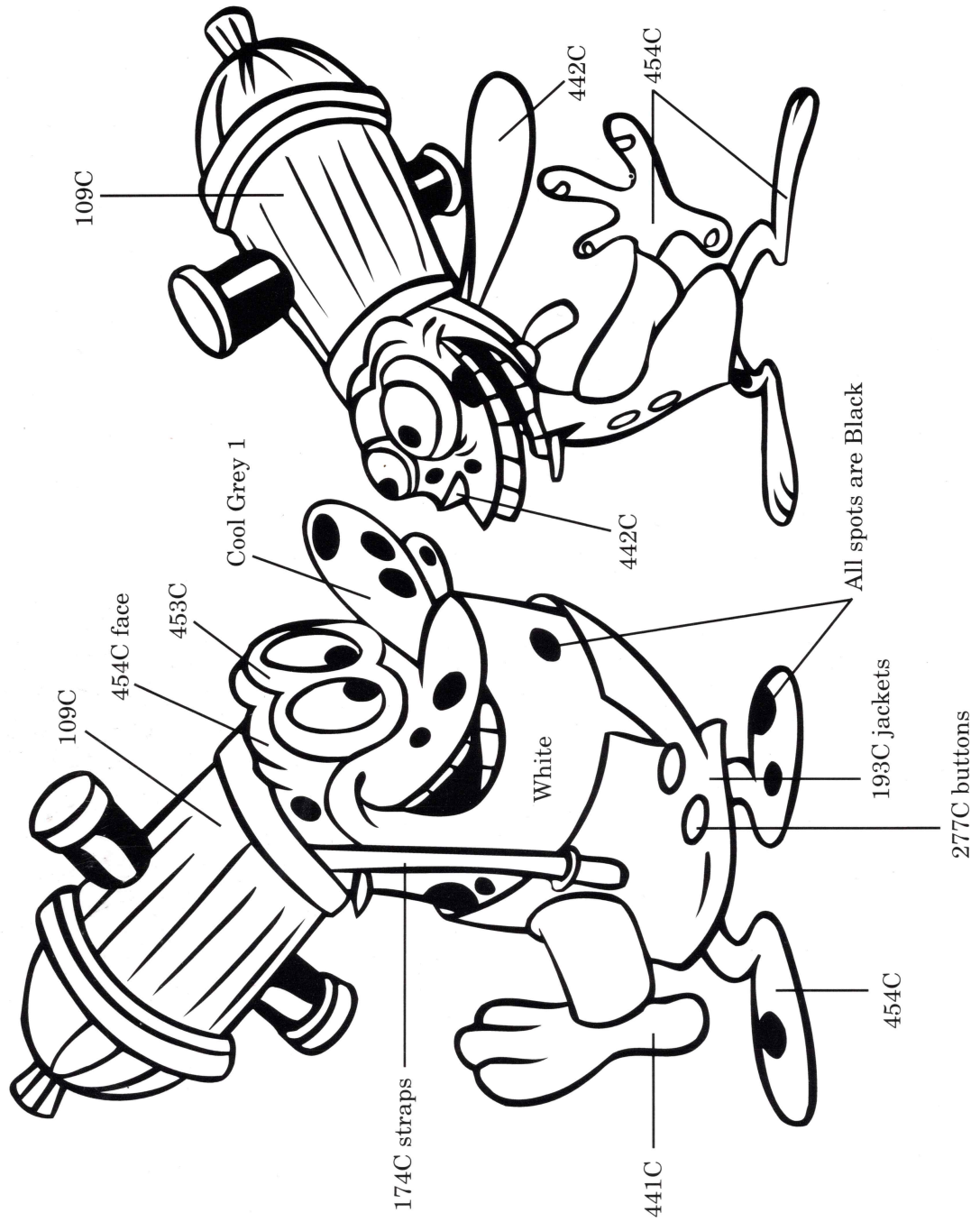


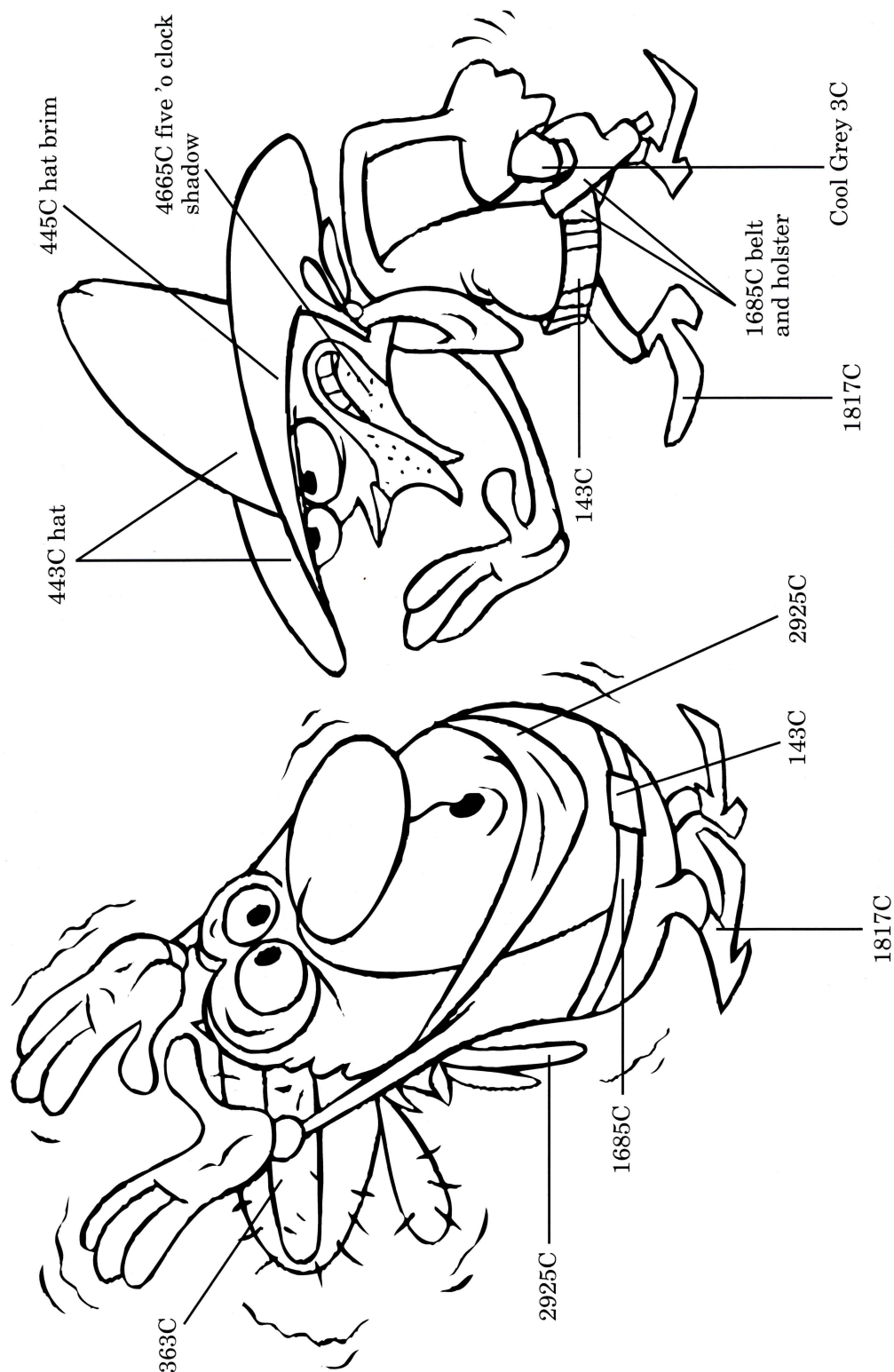


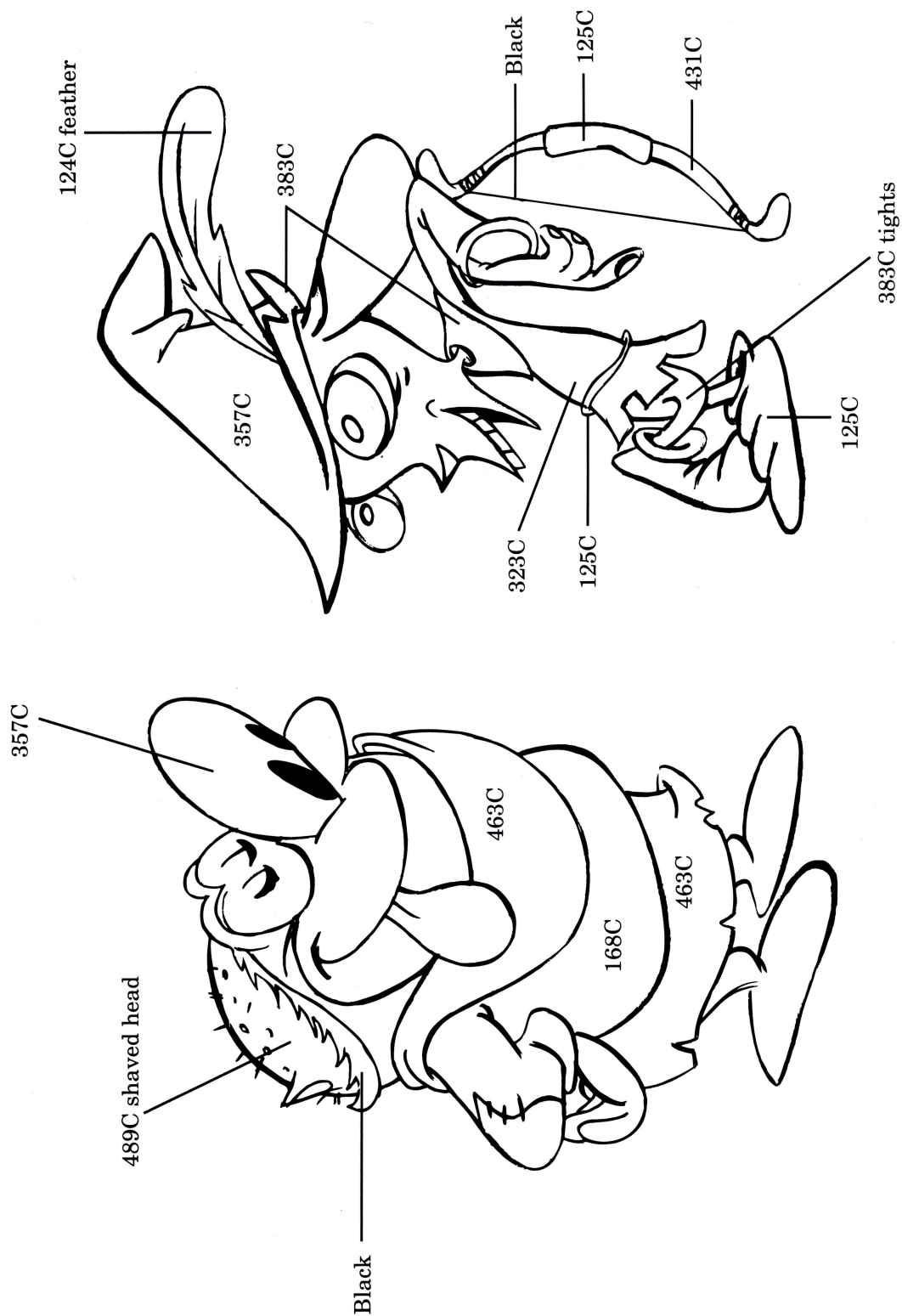




Note: Face and skin for Ren & Stimpy as firedogs are different than "normal" coloring. See specific PMS call-outs below.







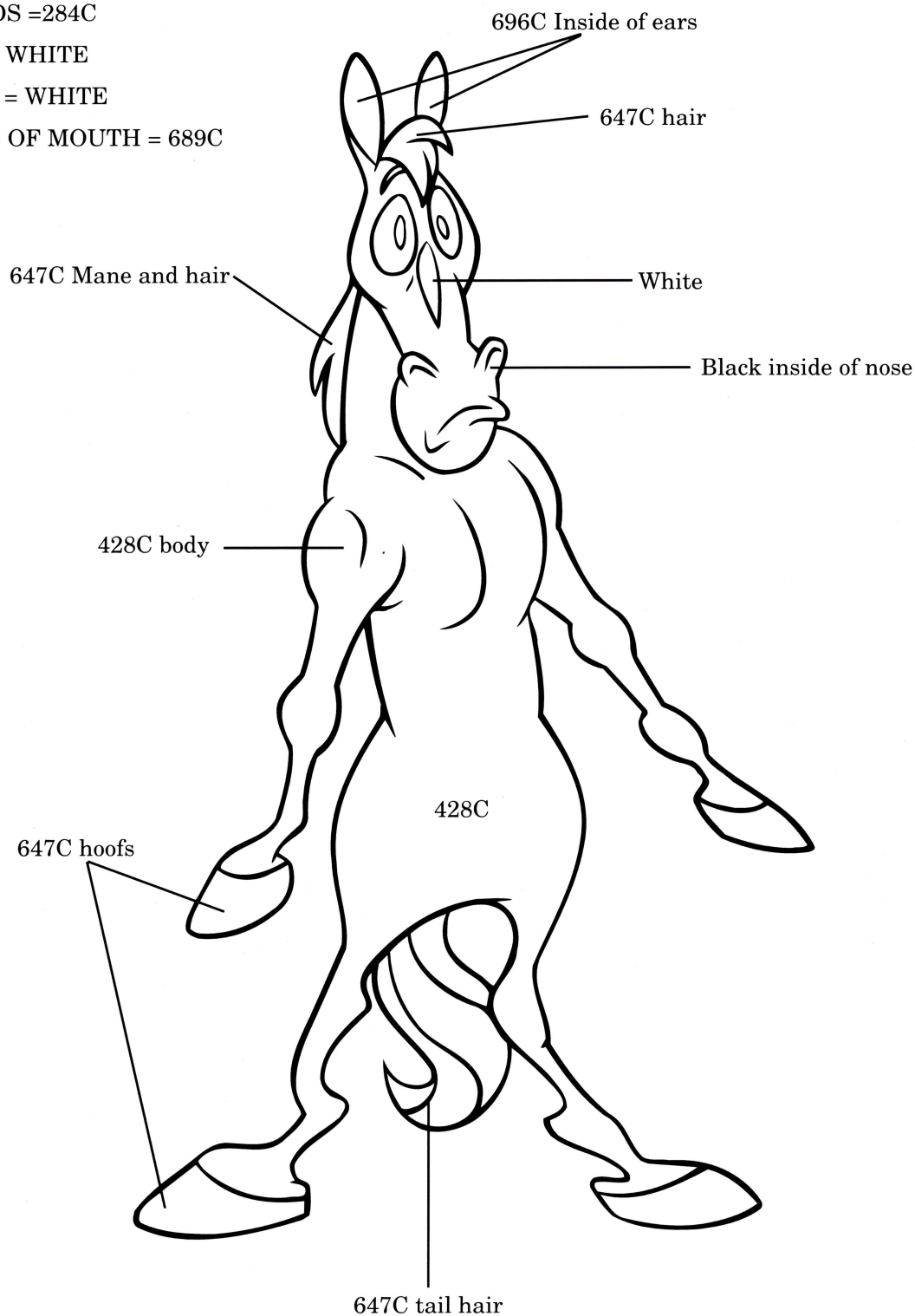
PUPILS = 653C self color ink

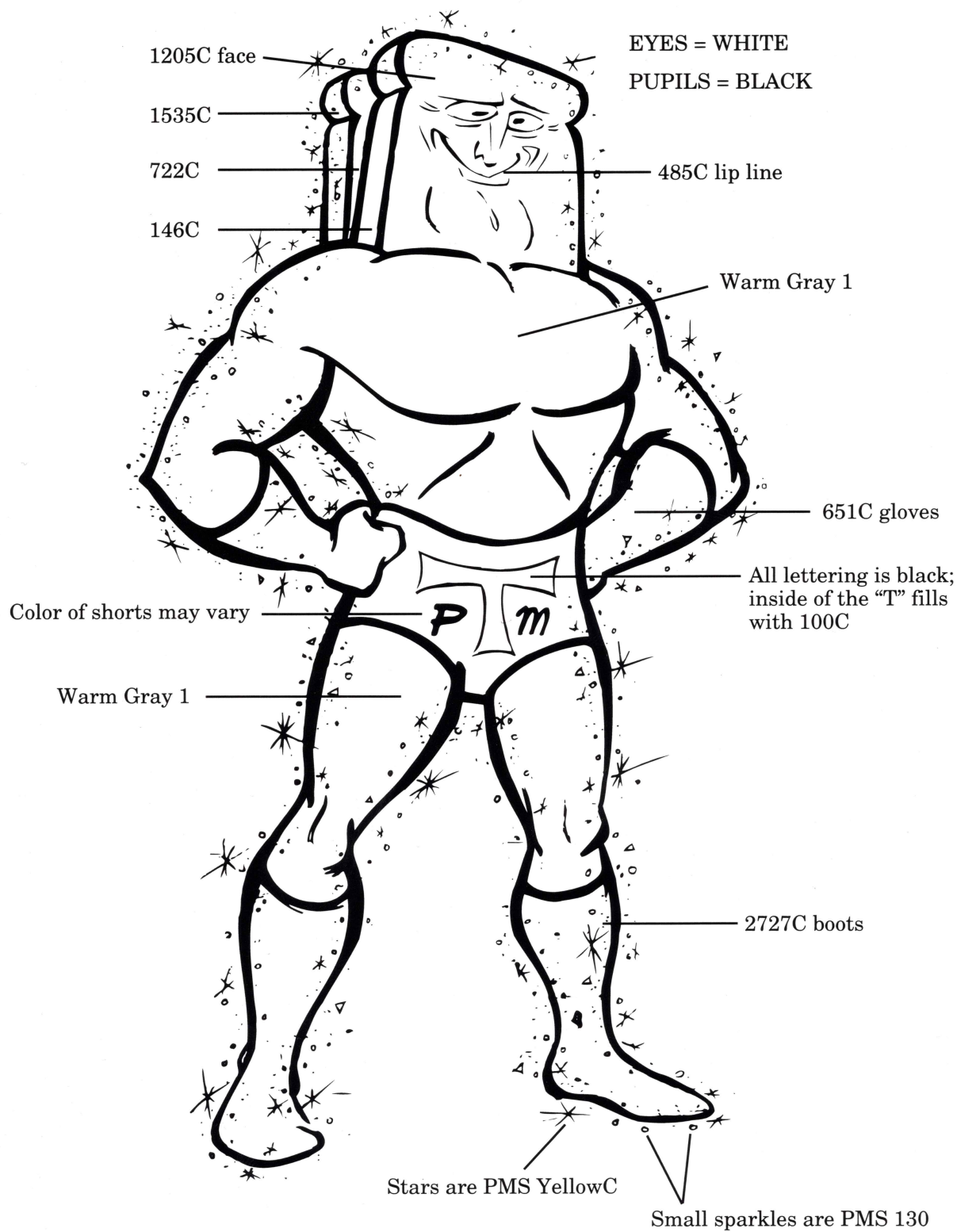
EYELIDS = 284C

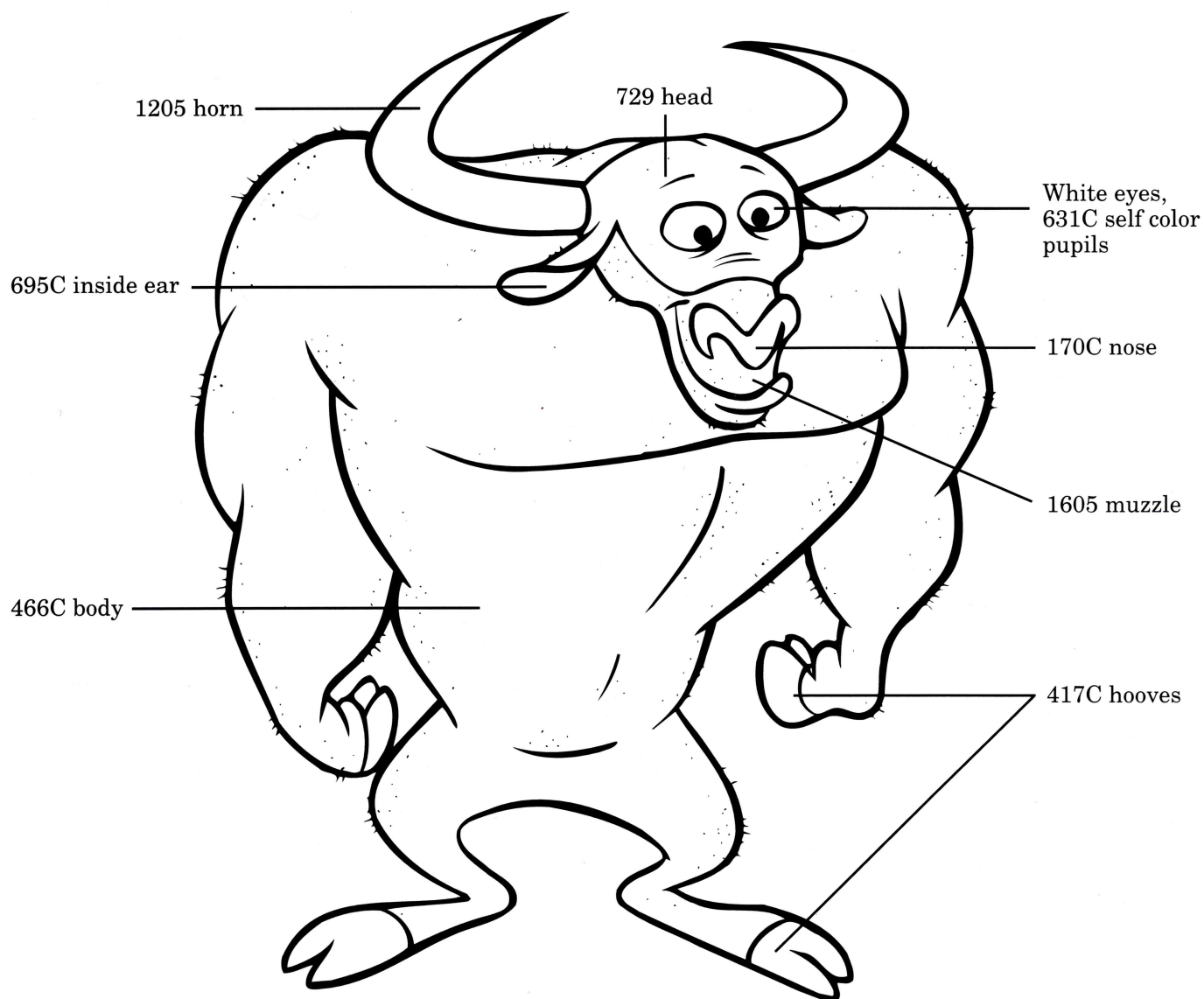
EYES = WHITE

TEETH = WHITE

INSIDE OF MOUTH = 689C







EYES = White

PUPILS = 631C self color

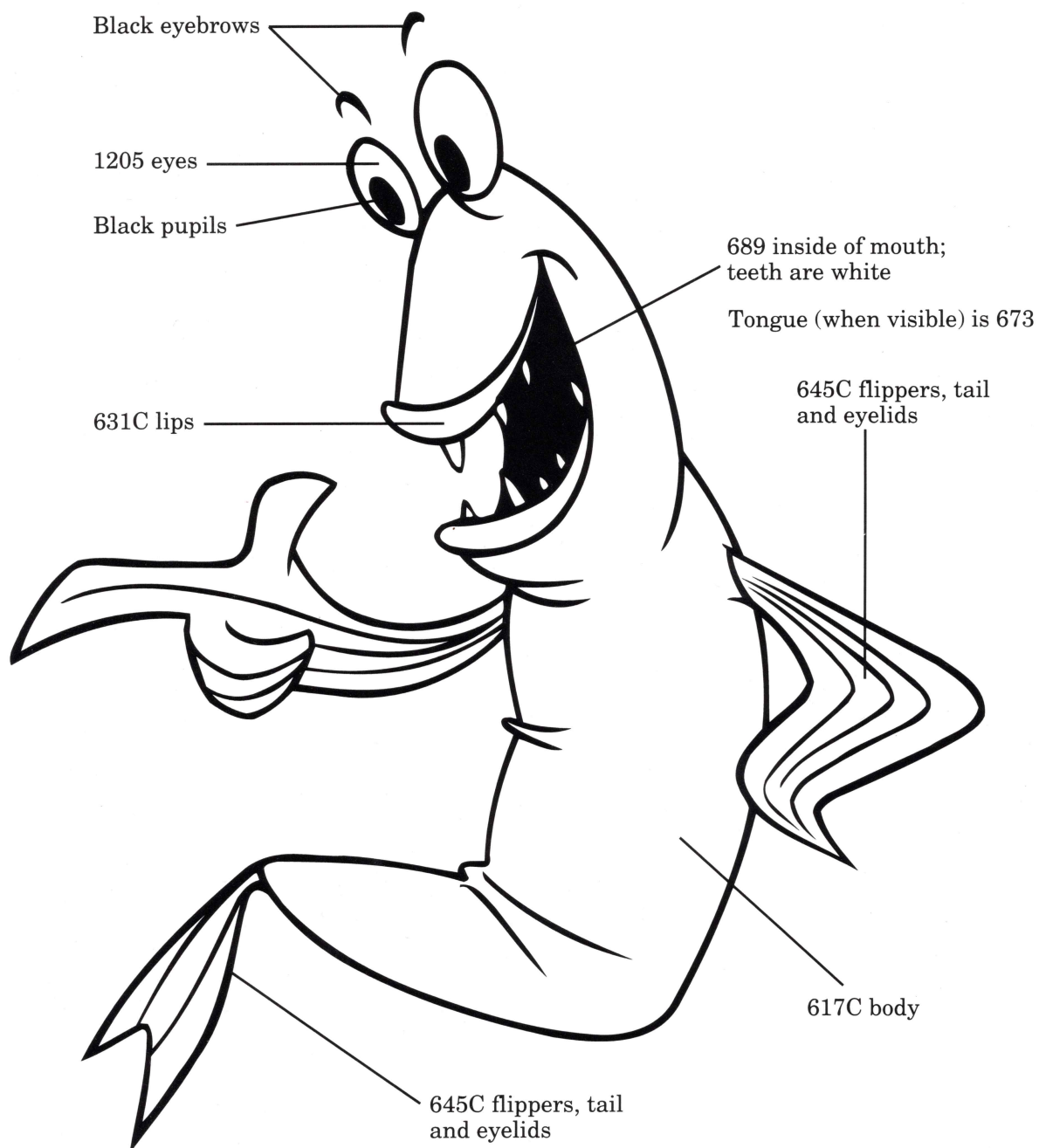
EYELIDS = 5285C

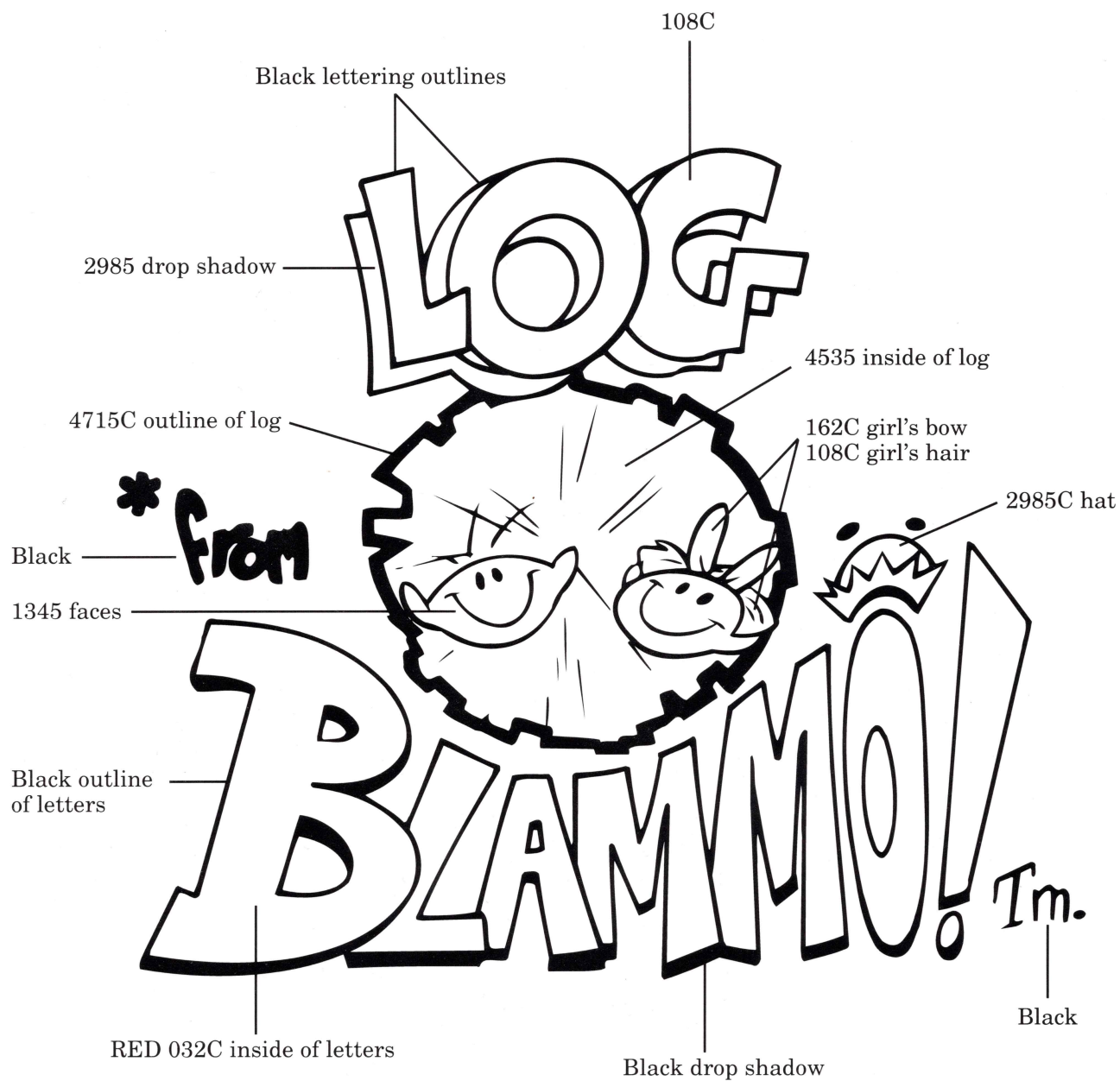
INSIDE OF MOUTH = 228C

SHAVING FOAM= 631C

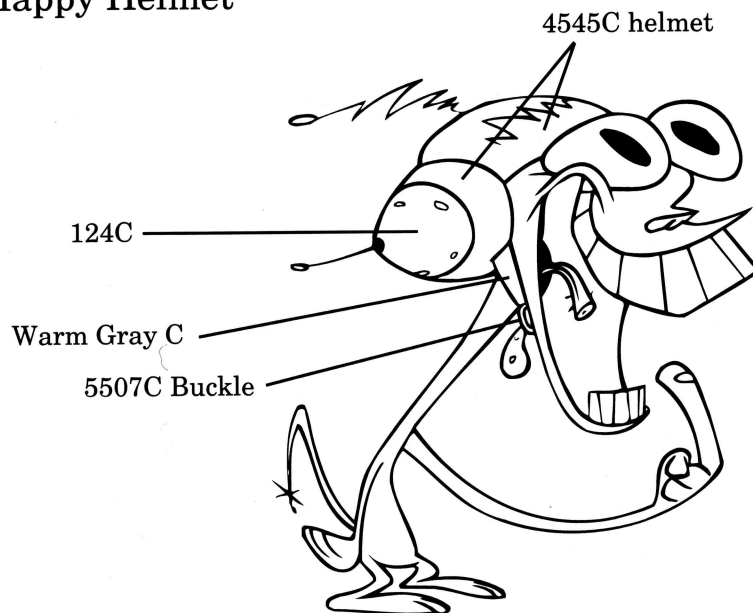
ELBOWS (Backview) = 1565

TAILTIP (Backview) = 1605

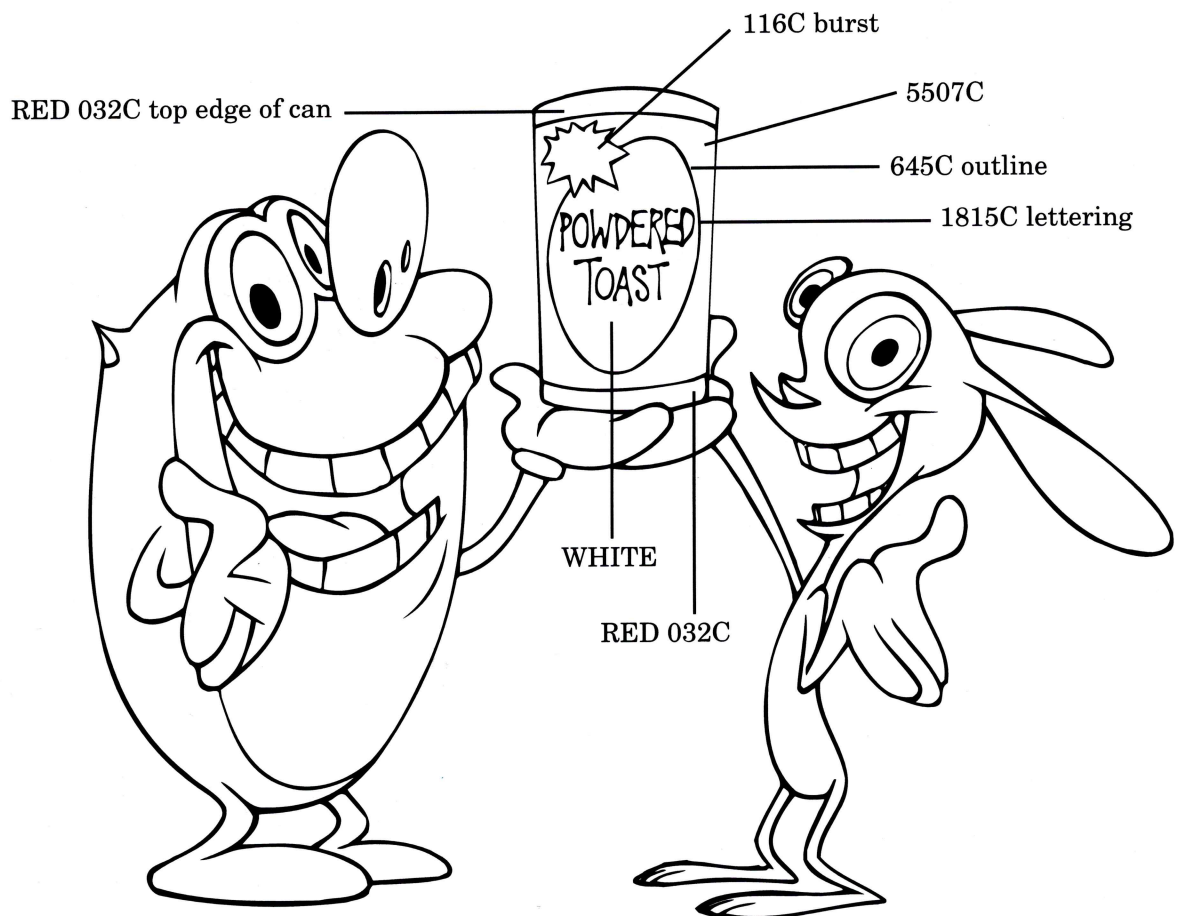




Ren's Happy Helmet



Can of Powdered Toast

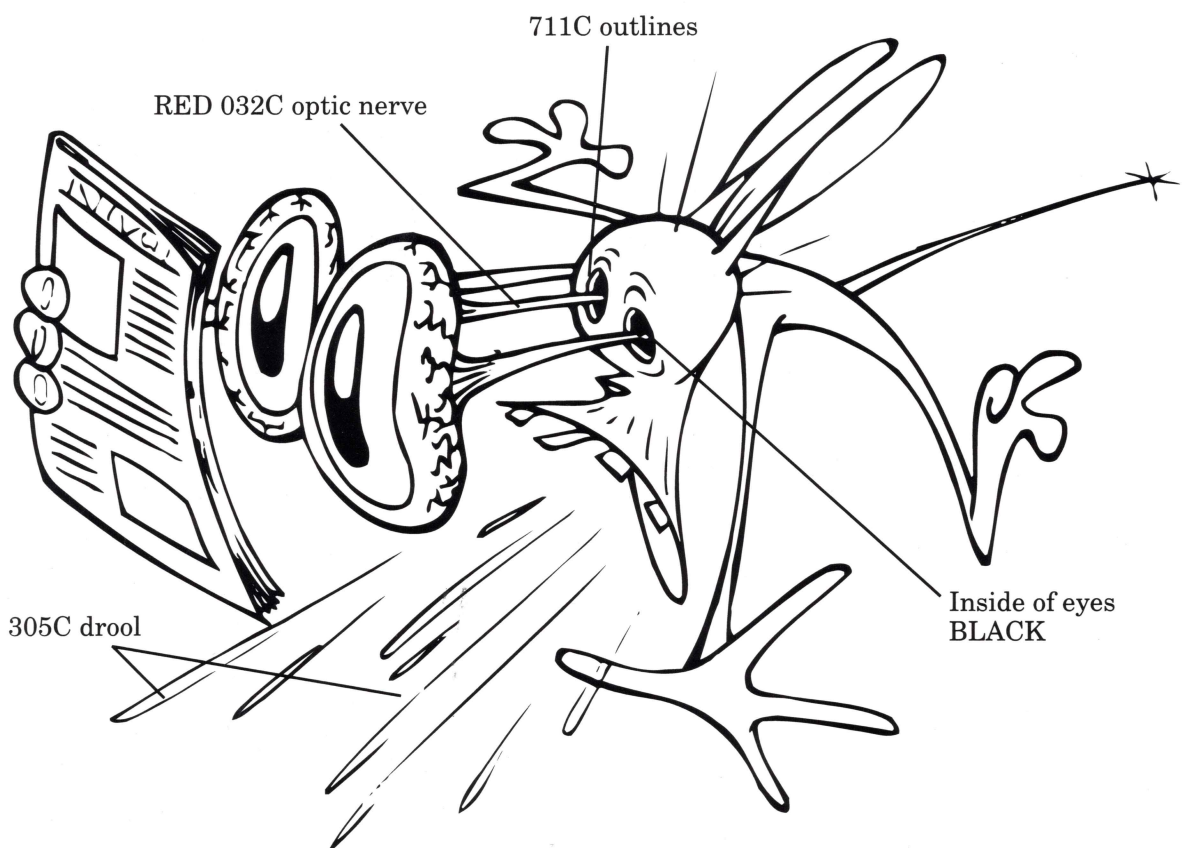


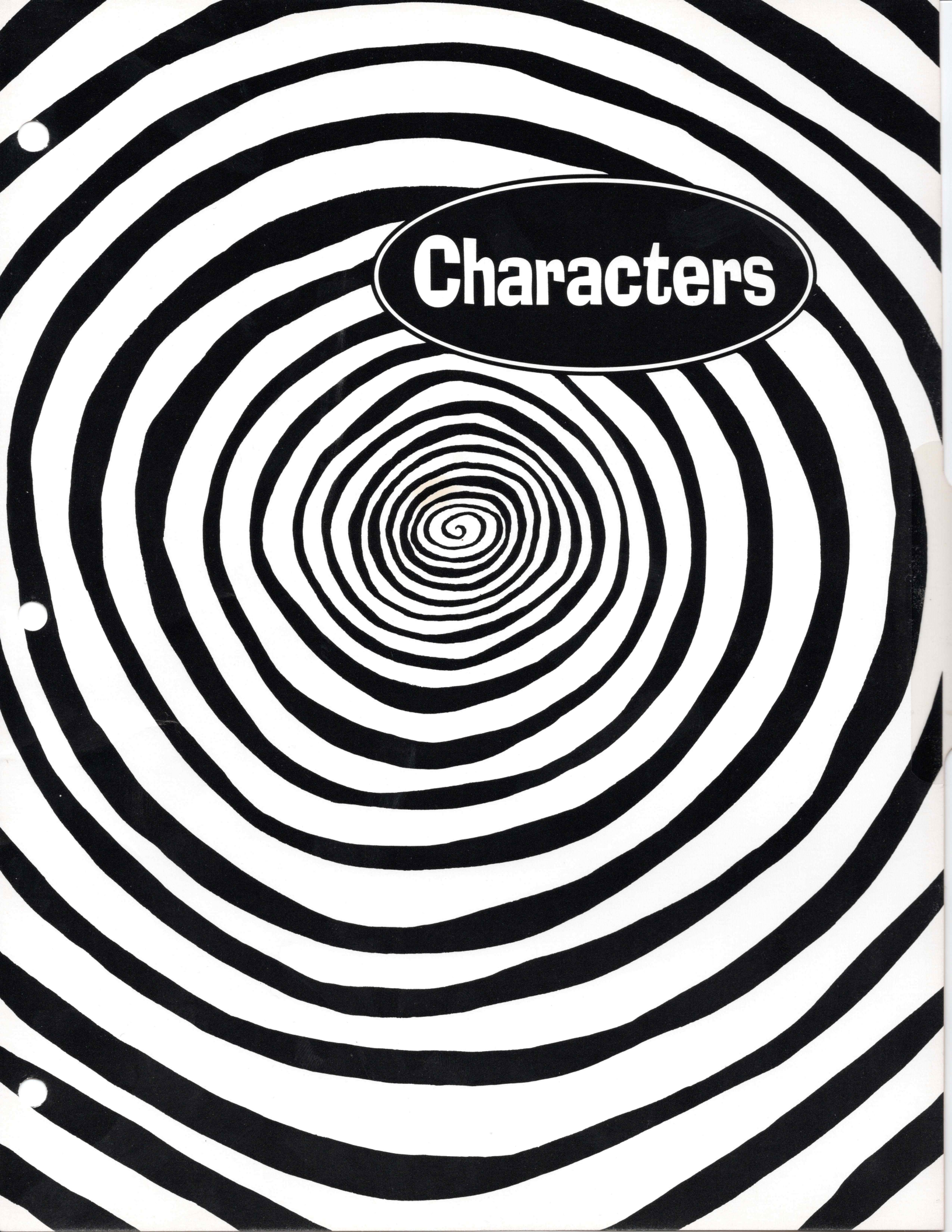
Ren Hoëk's facial expressions

VEINS IN EYES = 200C

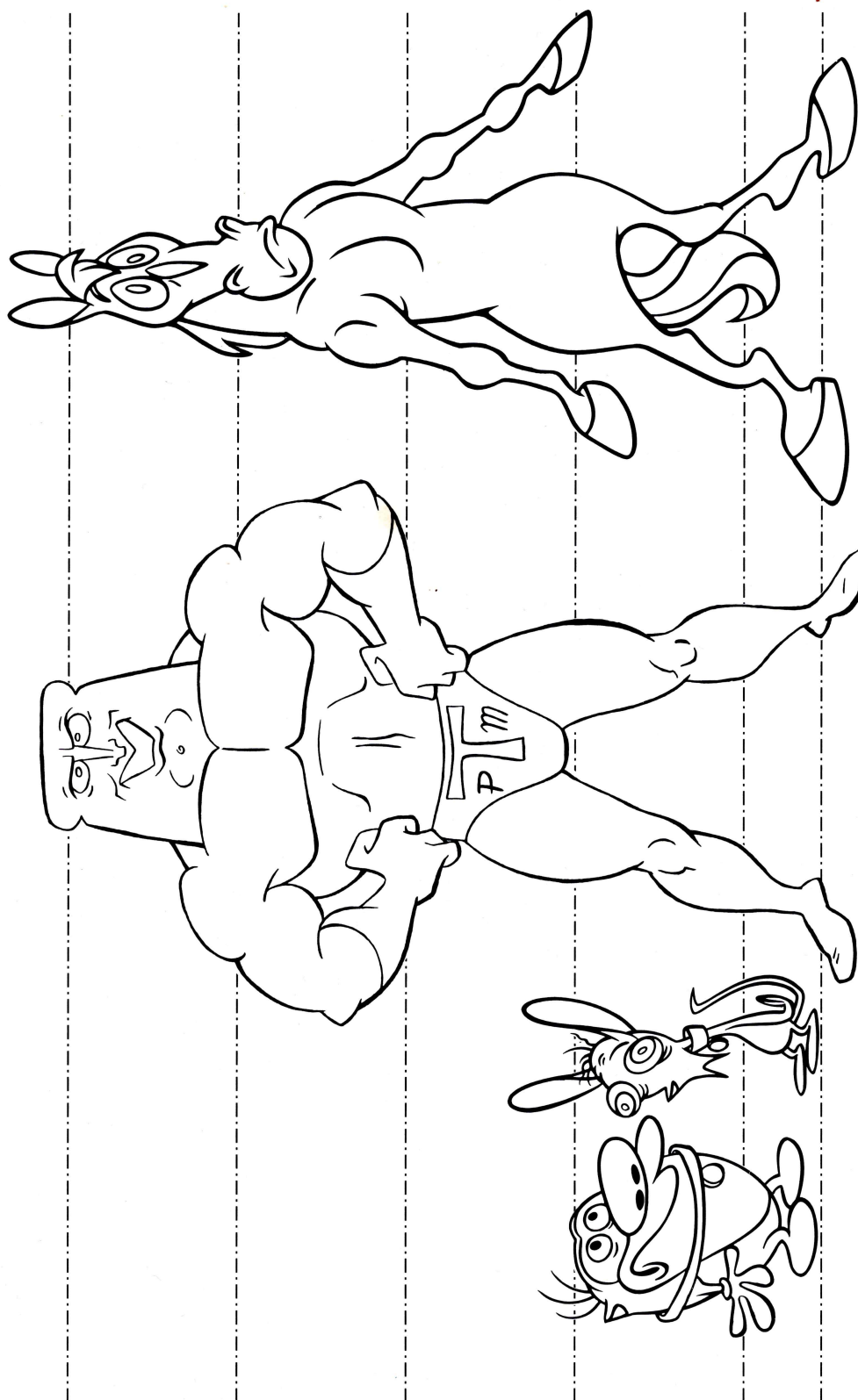
TEARS AND DROOL = 305C

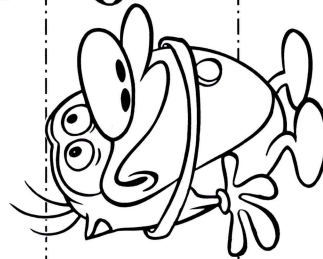
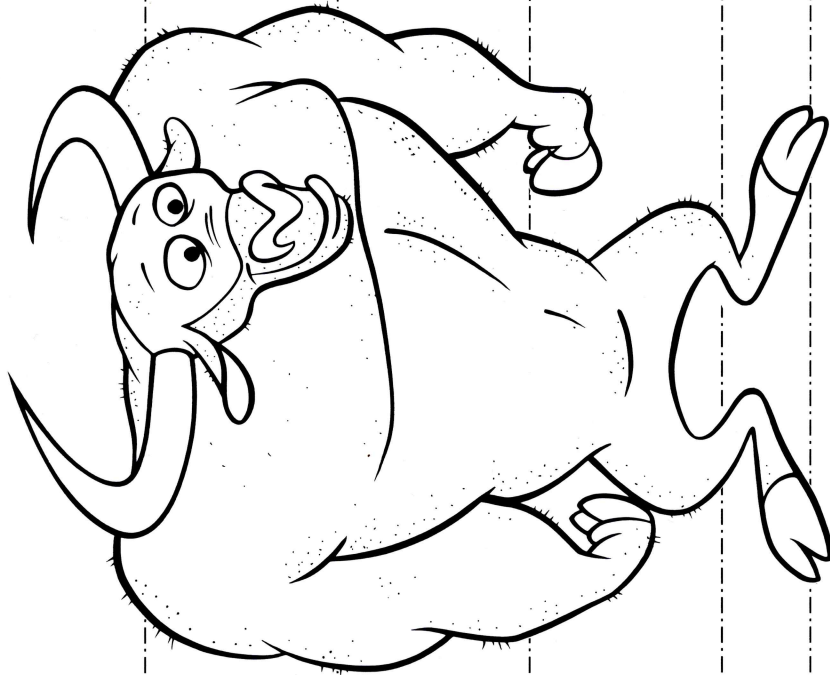
SPOTS ON TONGUE = RED 032C





Characters



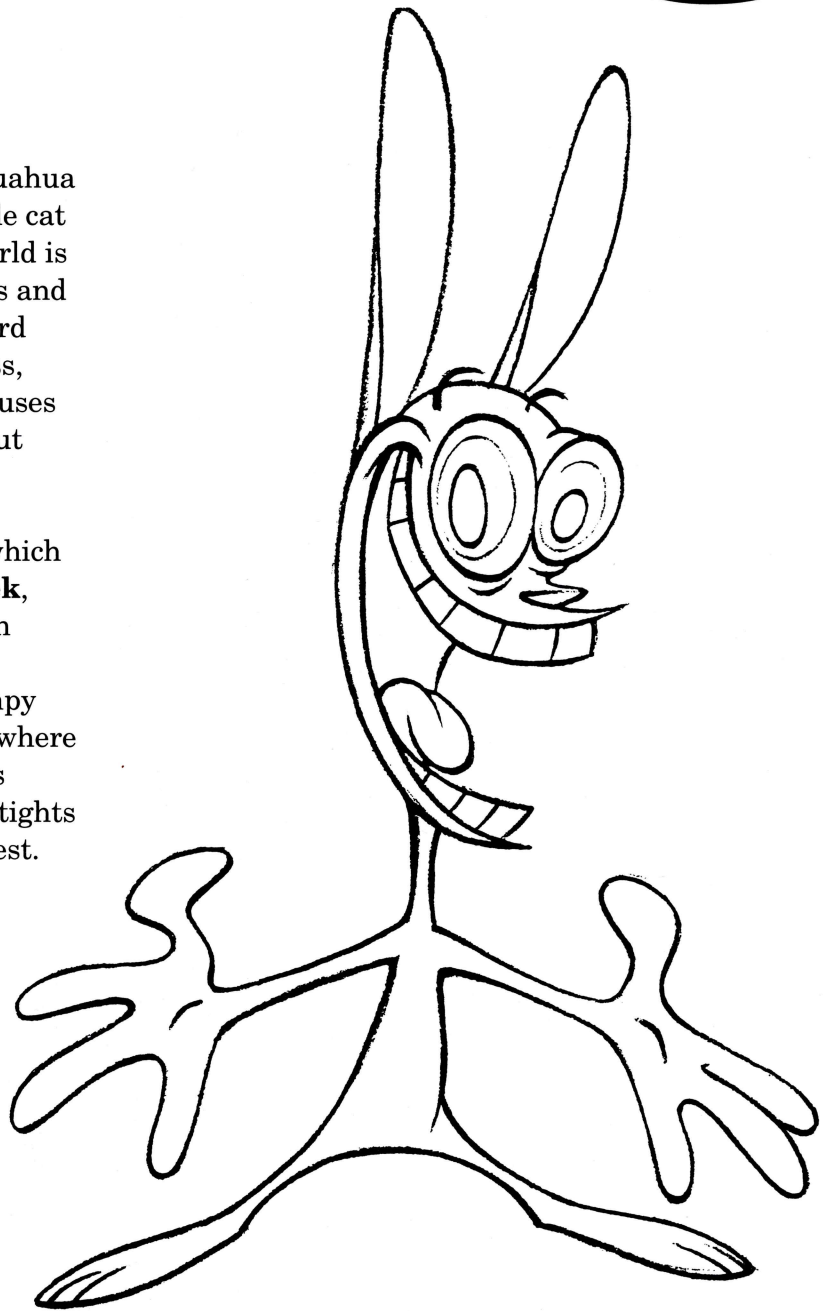


Ren Hoëk™

Ren Hoëk is an asthma-hound chihuahua who is friend and mentor to a gullible cat named Stimpy. To Ren Hoëk, the world is a dangerous place full of frustrations and dog catchers. Although he knows hard work and brains will earn his success, he unfortunately hates to work and uses most of his brains keeping Stimpy out of trouble.

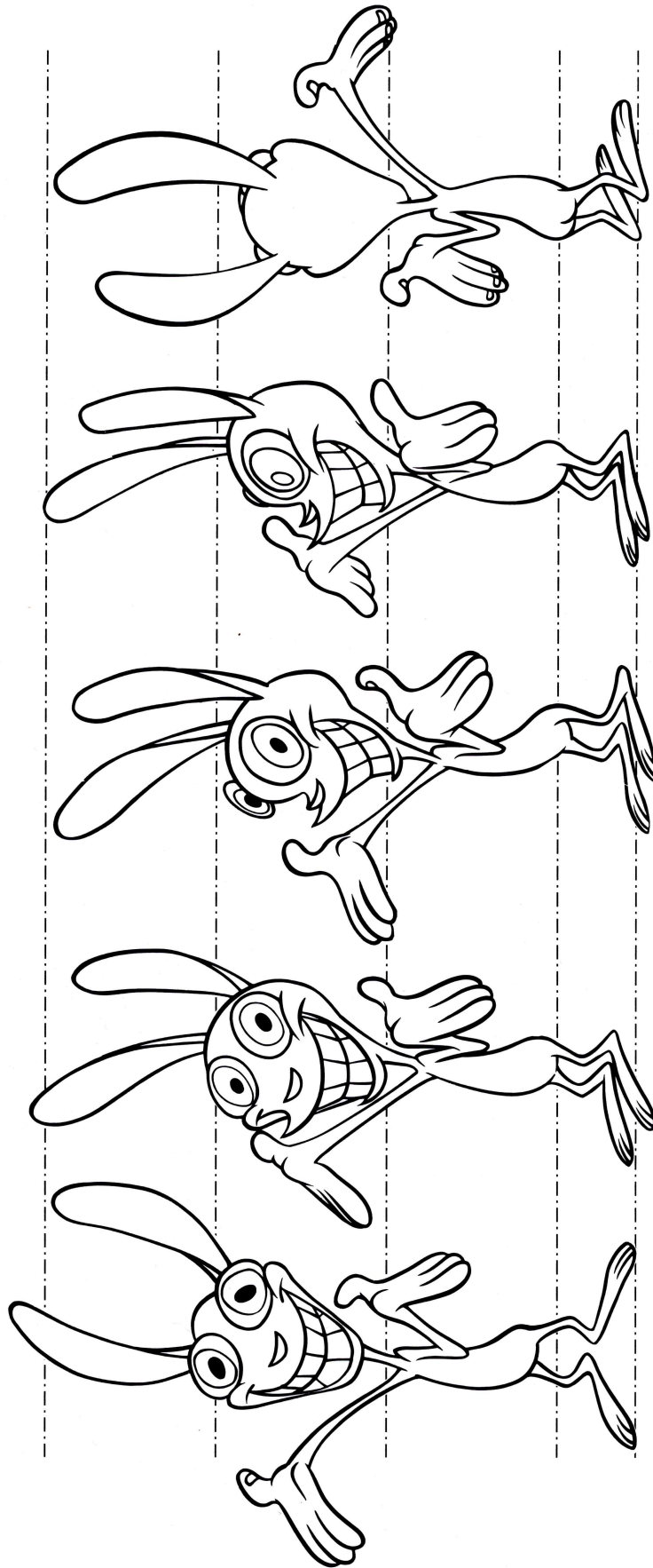
Ren Hoëk takes on other personas which reveal his true soul. As **Marlin Hoëk**, Ren is a TV nature show host and an expert on earth's strangest animals; as **Commander Hoëk**, he and Stimpy bravely explore outer space regions where no dog or cat has gone before; and as **Robin Hoëk**, he dons classic green tights to prance throughout Sherwood Forest.

Whether disguised as a rat to get Stimpy a mouse catching job or masquerading as a dalmatian to get work in the fire department, there's no mistaking Ren Hoëk's intense determination and high-strung personality!



Ren Hoëk Dialogue

- "You stupid Eediot!"
- "You filthy worm!"
- "You bloated sack of protoplasm!"
- "You're one of the good ones man."
- "You filthy swine."
- "I will keeel you!"
- "You sick little monkey."
- "It's not I who am crazy, it's I who am mad!"
- "I know what you want. You coveteth my ice cream bar."
- "You eediot! He's just a cartoon character. He's not real! Not flesh and blood like we!" I'm telling you cartoons aren't real! They're...they're...they're puppets!"
- "Don't you know cartoons will ruin your mind? Look what they've done to your brain!"





1



2



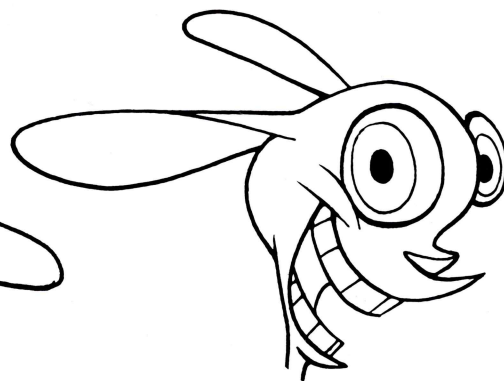
3



4



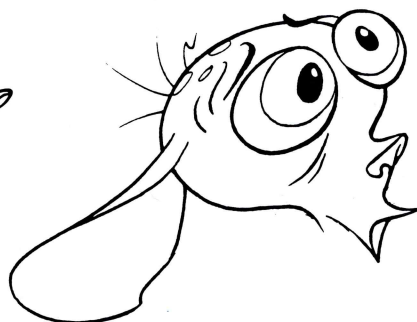
5



6



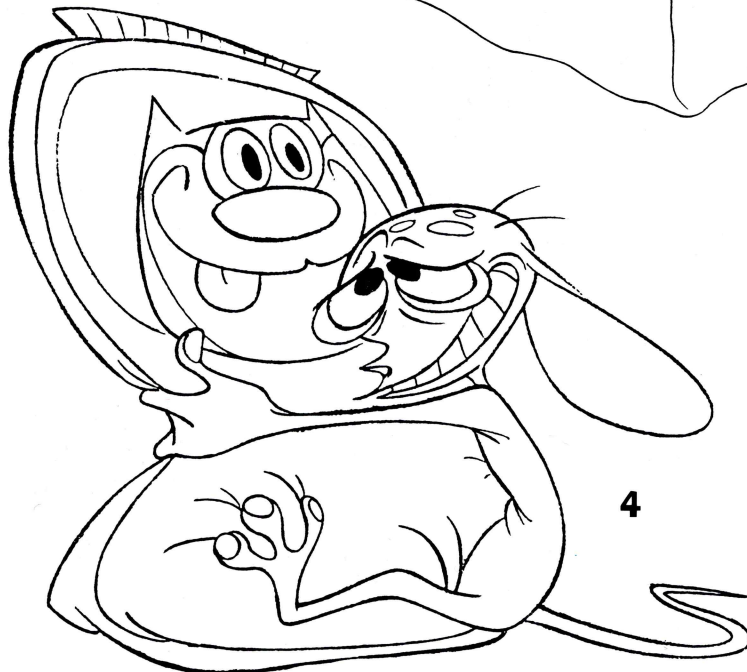
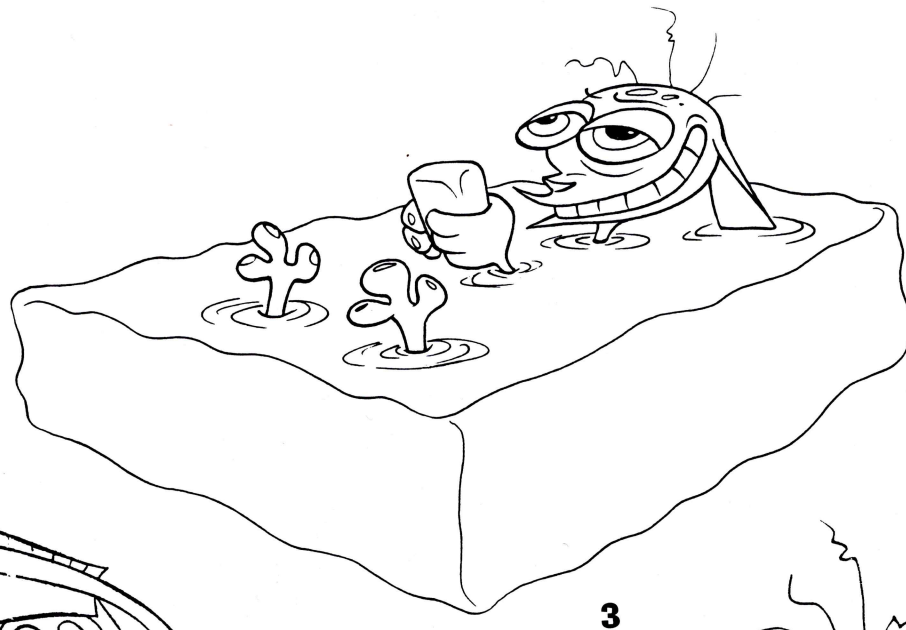
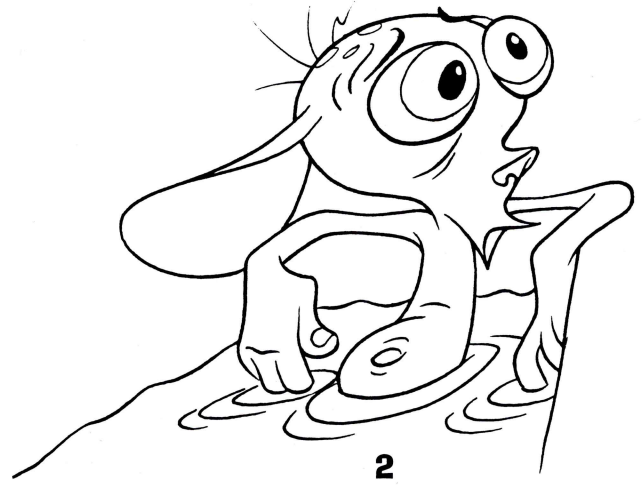
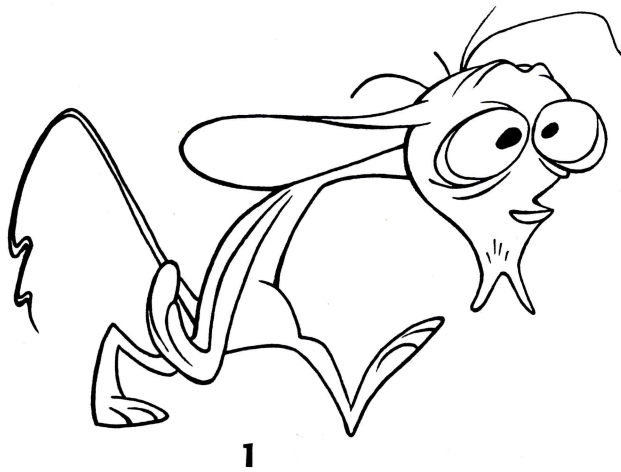
7

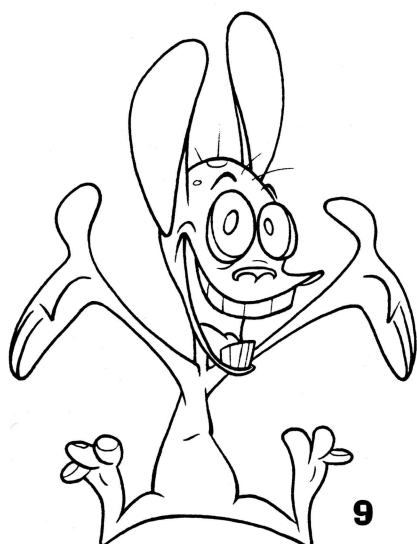
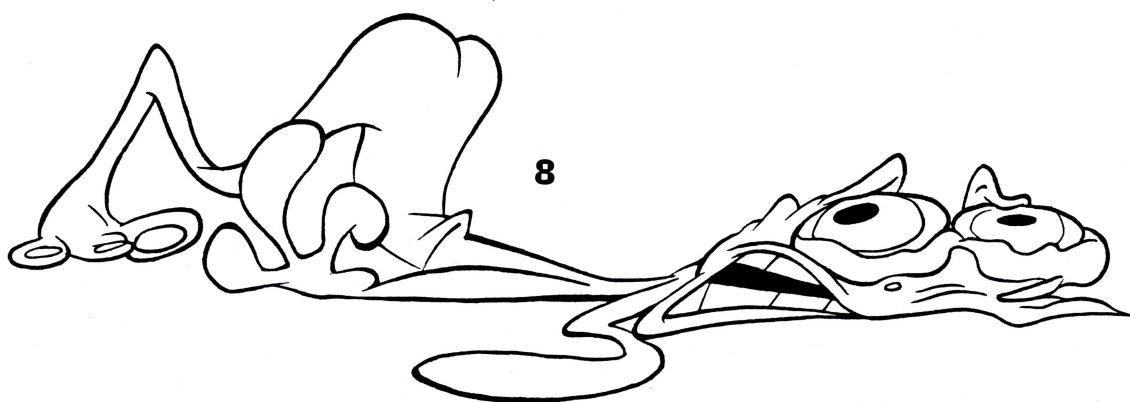


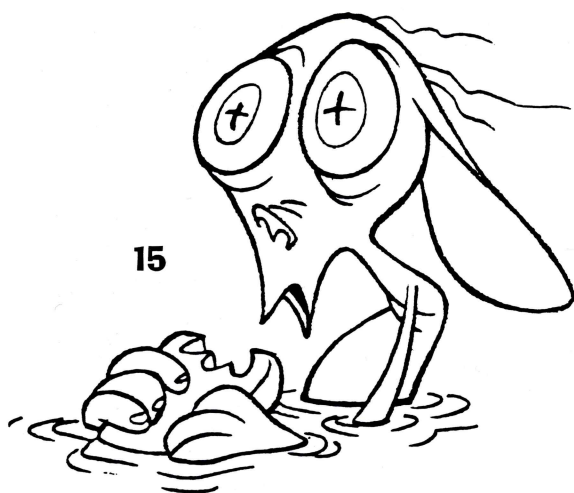
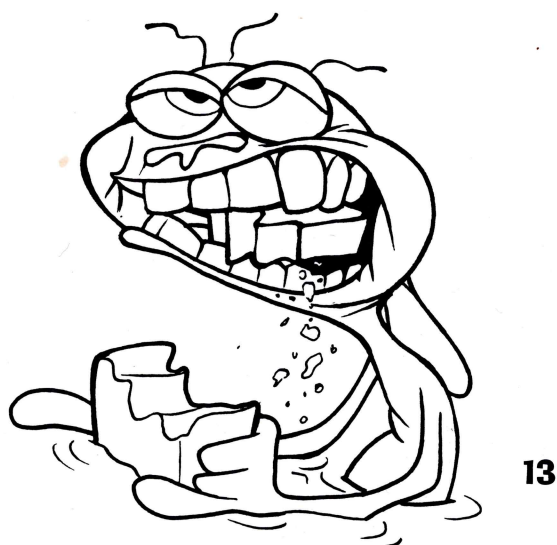
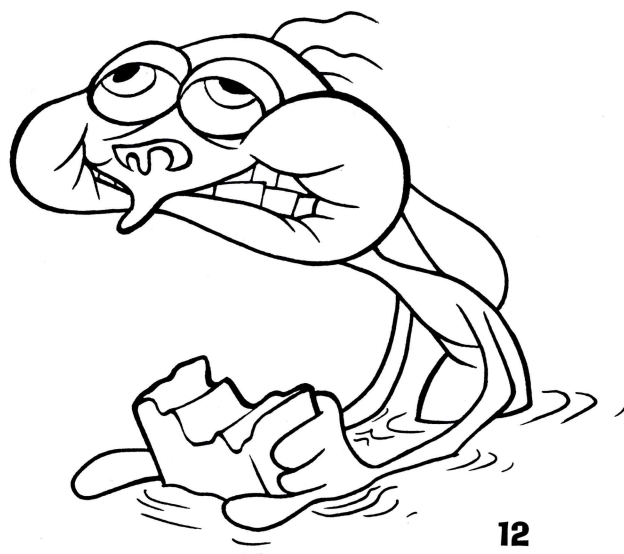
8

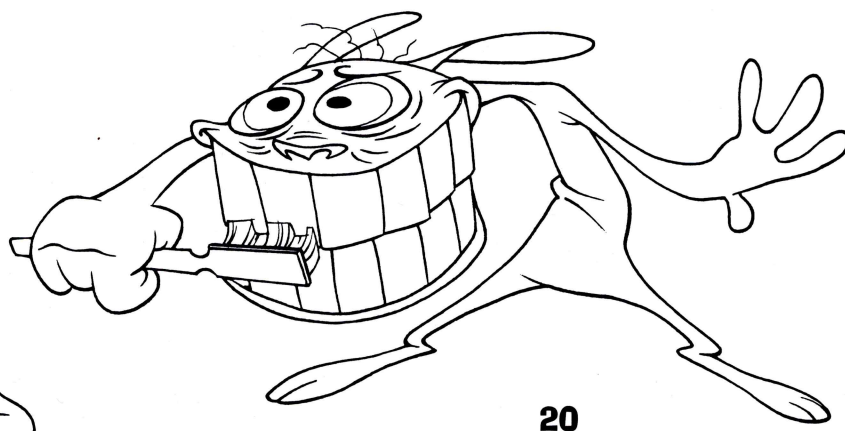
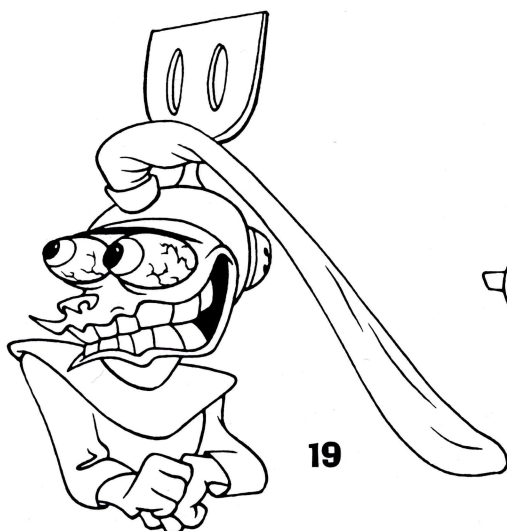
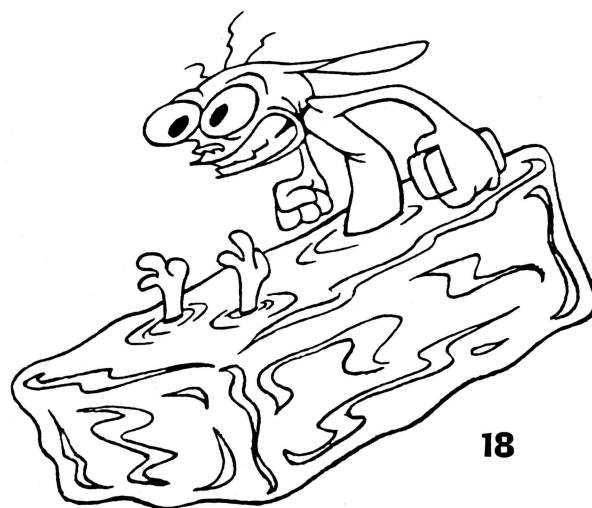
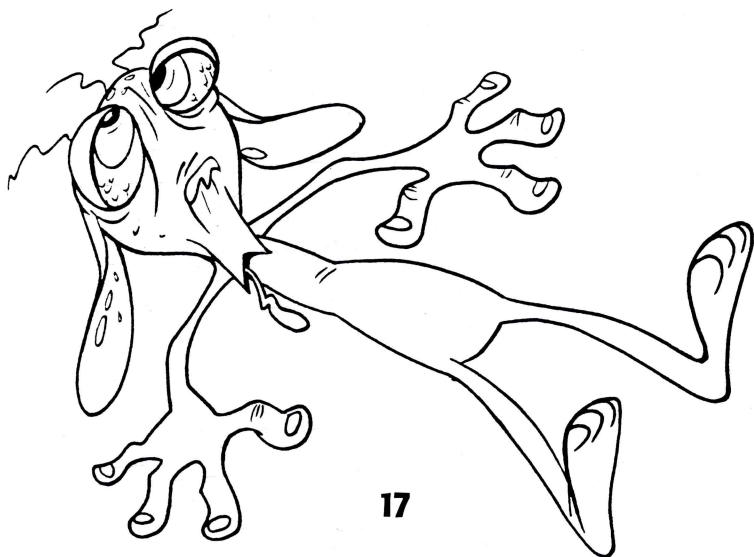


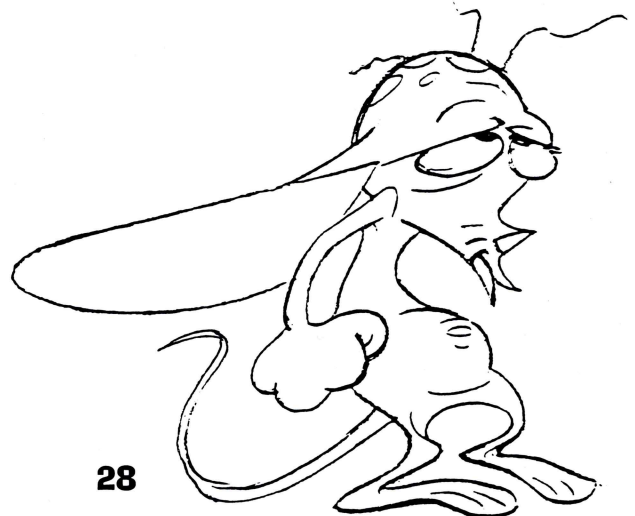
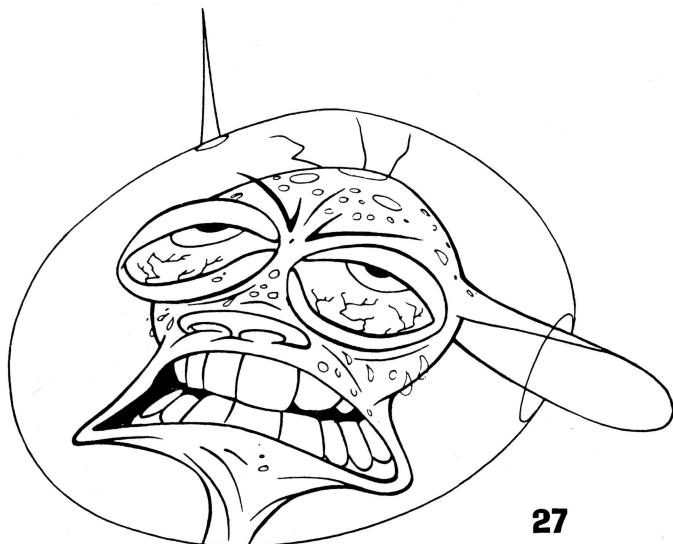
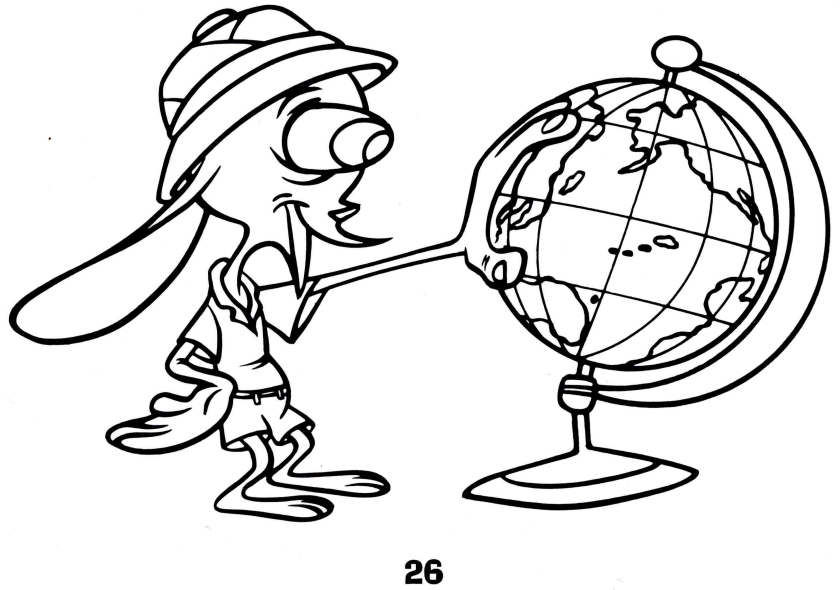
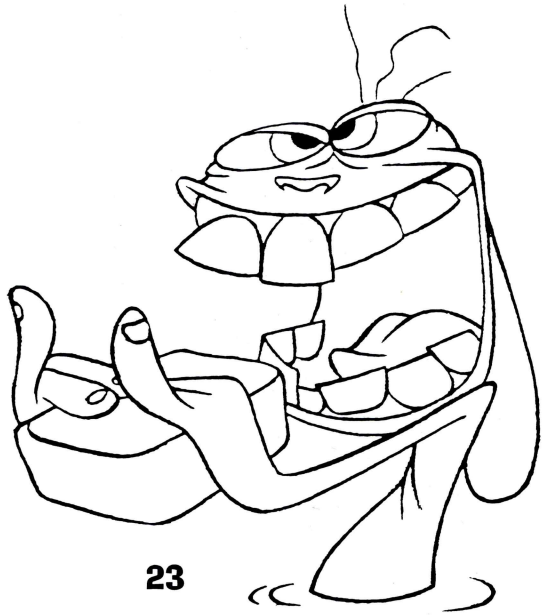
9









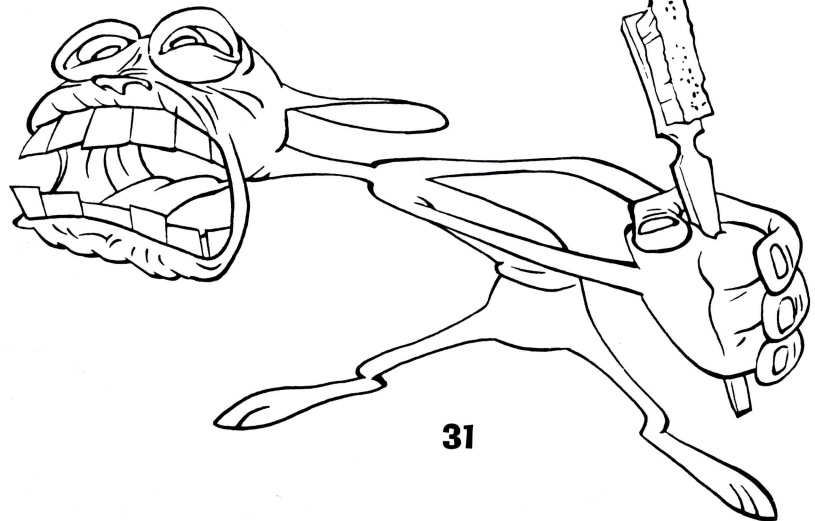




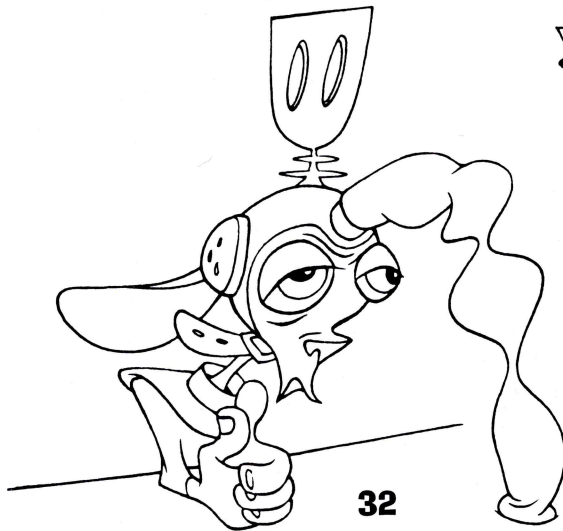
29



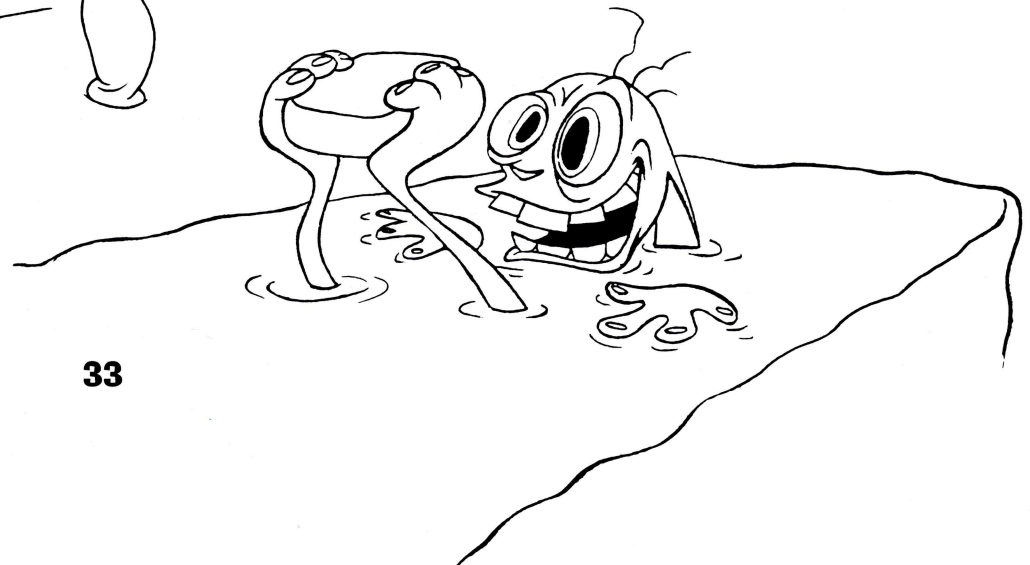
30



31



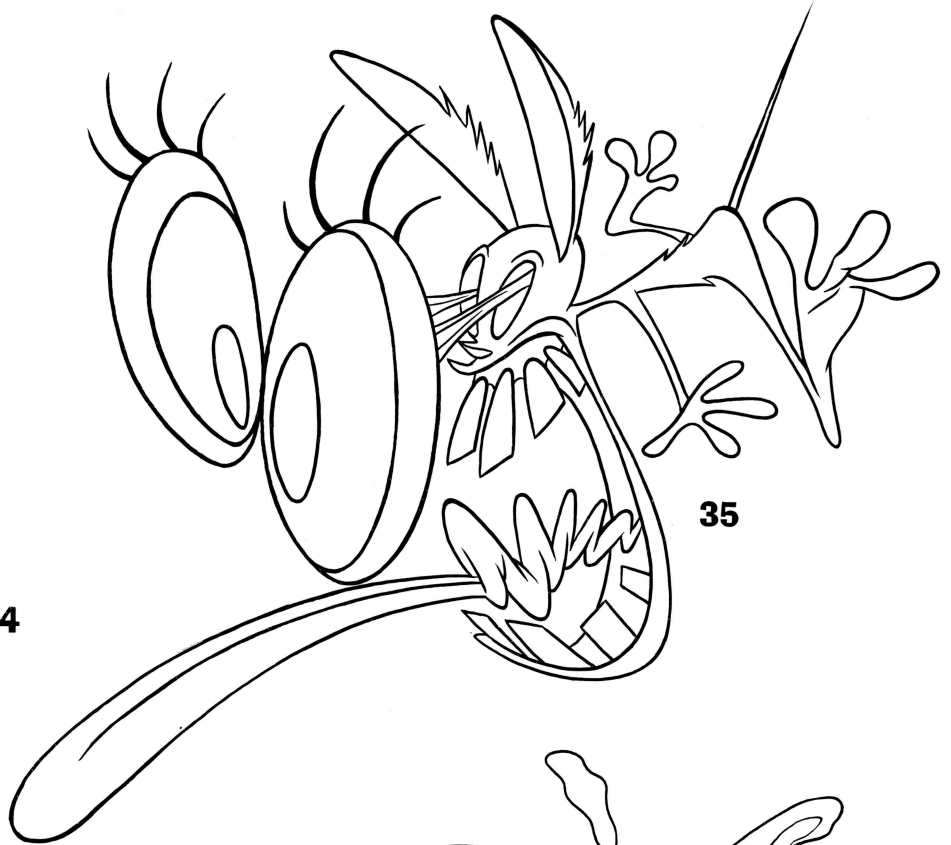
32



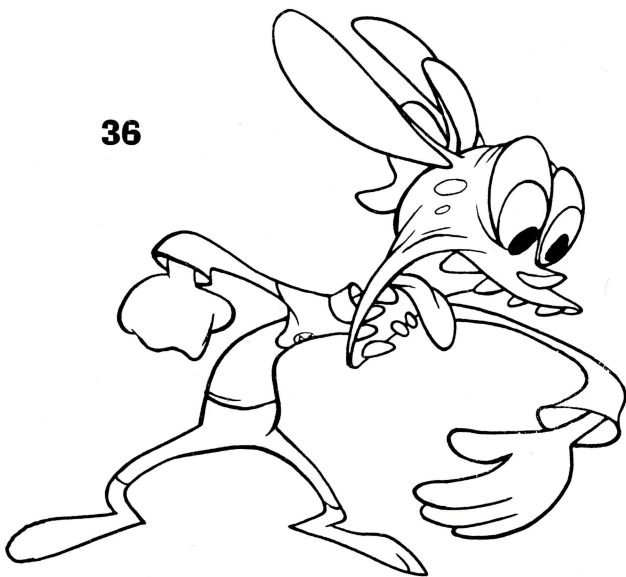
33



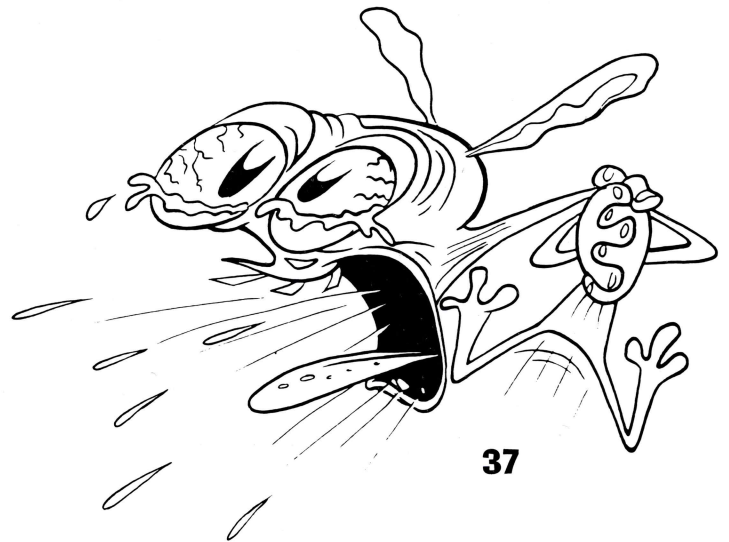
34



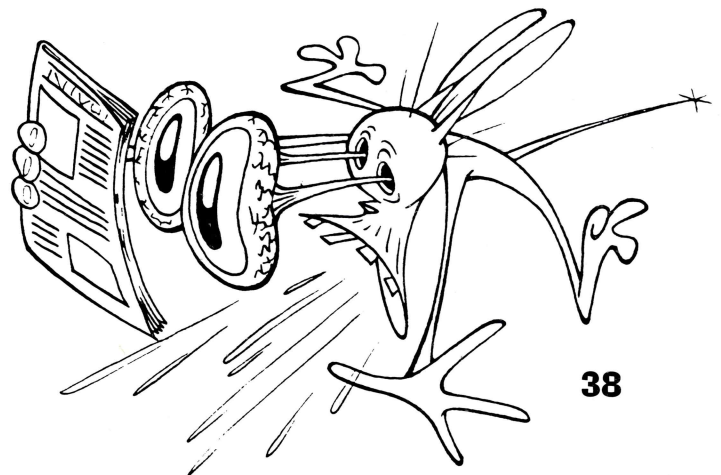
35



36



37

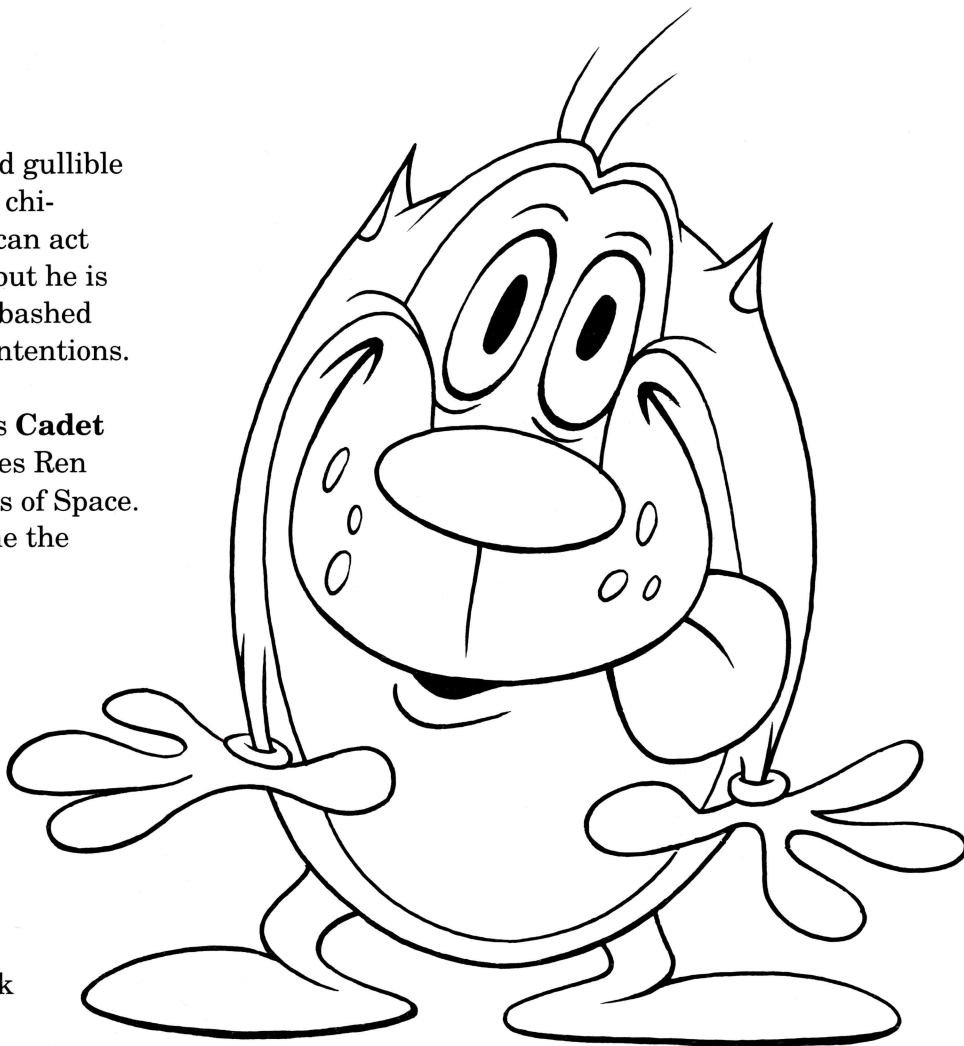


38

Stimpy™

Stimpy is the loyal, brave and gullible sidekick to the hot-tempered chihuahua, Ren Hoëk. Stimpy can act with authority and bravery, but he is most appreciated for his unabashed stupidity and good natured intentions.

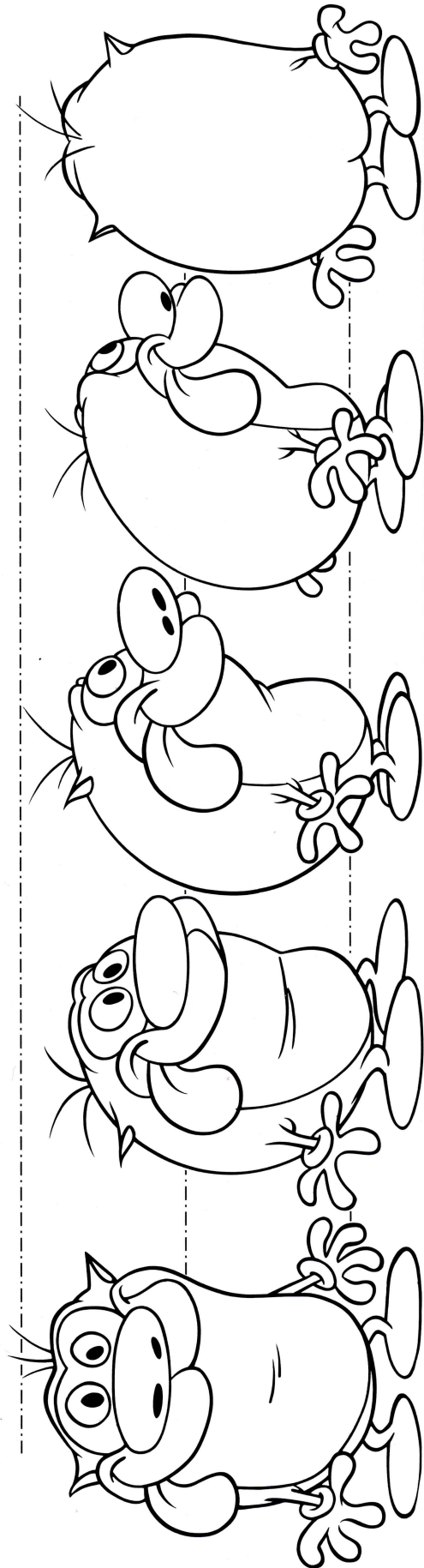
Stimpy displays true valor as **Cadet Stimpy**, when he accompanies Ren Hoëk throughout the torrents of Space. Ren Hoëk and Stimpy became the first Dog and Cat to pass through the treacherous black hole and live to tell the tale. In Fire Dogs, Stimpy uses his wisdom and cleverness and saves the day when he extinguishes the burning building with a sack of Gritty Kitty Litter. And, of course, the sensitive Stimpy can be found nursing Ren Hoëk back to health when he is sick.

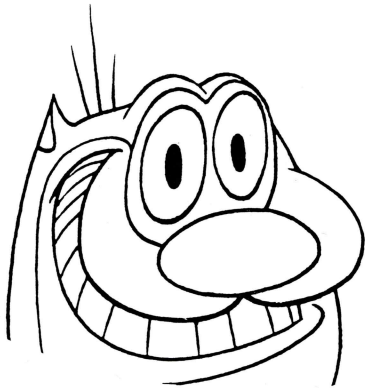


Stimpy truly believes in heroes and holidays. He never misses an episode of Muddy Mudskipper, believes in the customs of YAK Shaving Day and always has Stinky Wizzleateats' famous "Happy Happy, Joy Joy" song ringing in his head.

Stimpy Dialogue

- "Happy, Happy, Joy, Joy!"
- "Oh, Reeennn...!"
- "My first material possession!"
- "Oh please, please, please, please let me talk at the next house!"
- "Why he's toasterific!"
- "You're talking crazy, man."
- "Hey, maybe Ren is somewhere being sad. I will make him happy again!"
- "Go ahead Ren, make fun. But you'll be sorry when all your teeth fall out!"





1



2



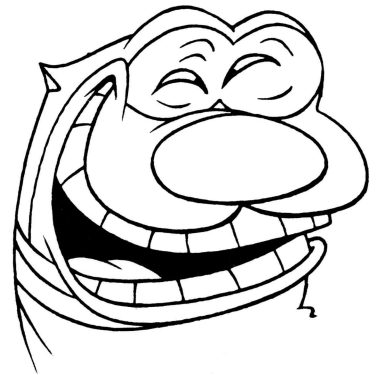
3



4



5



6



7



8



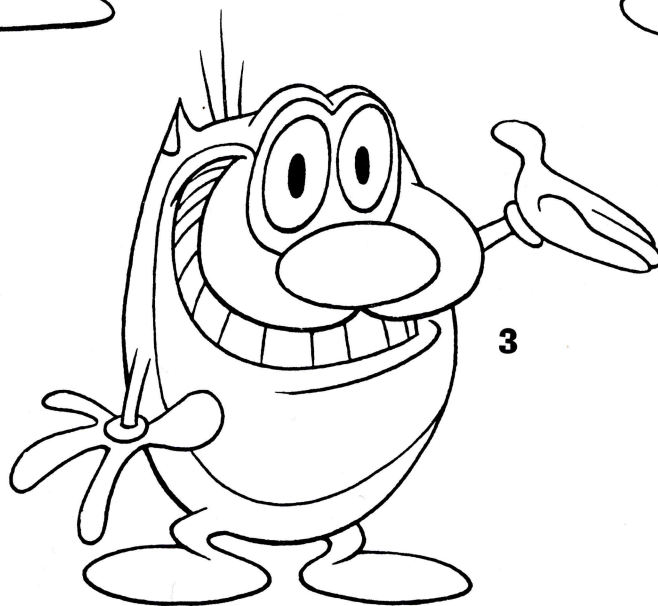
9



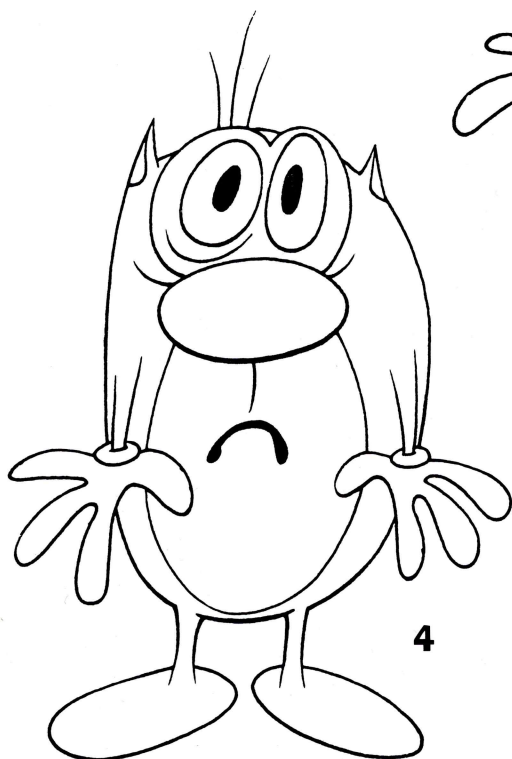
1



2



3



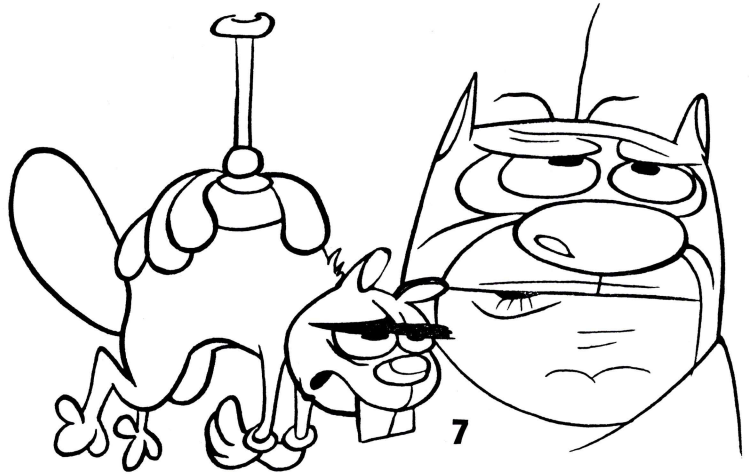
4



5



6



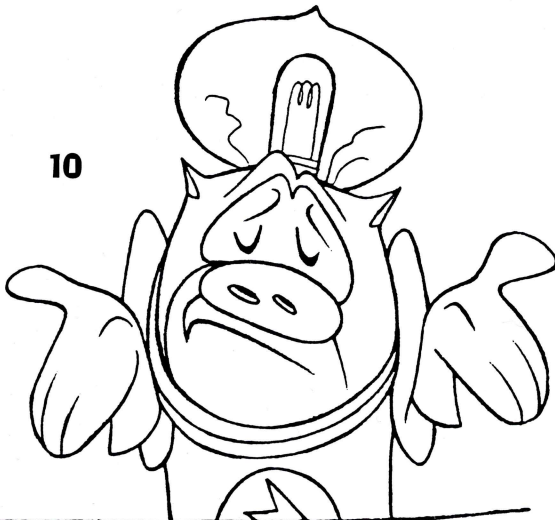
7



8



9



10



11



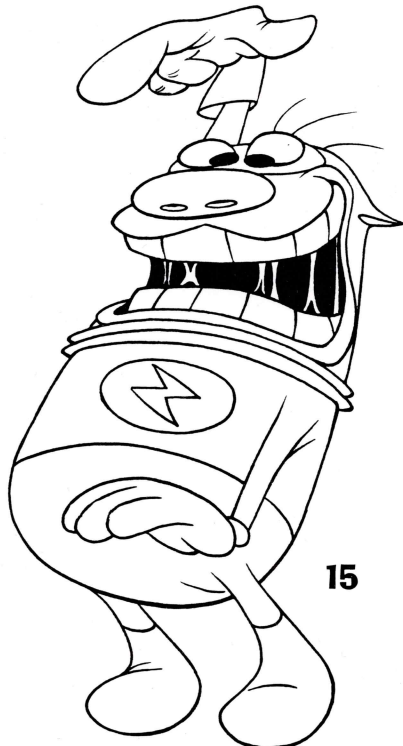
12



13



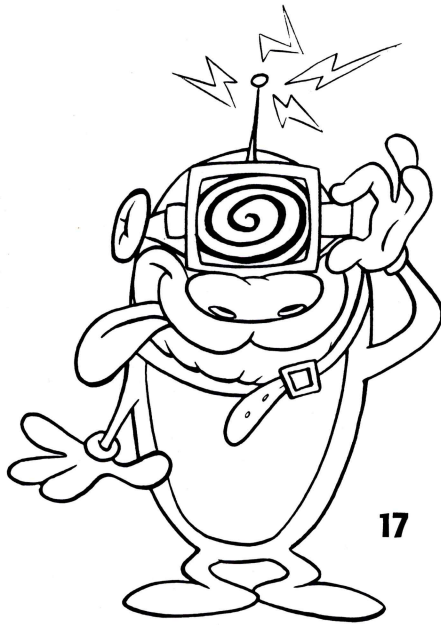
14



15



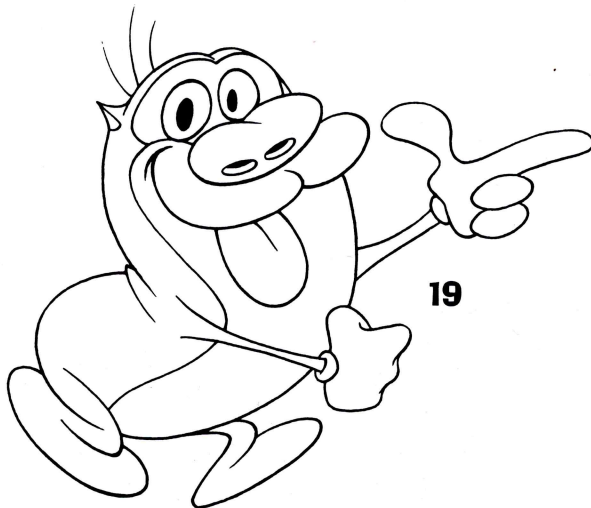
16



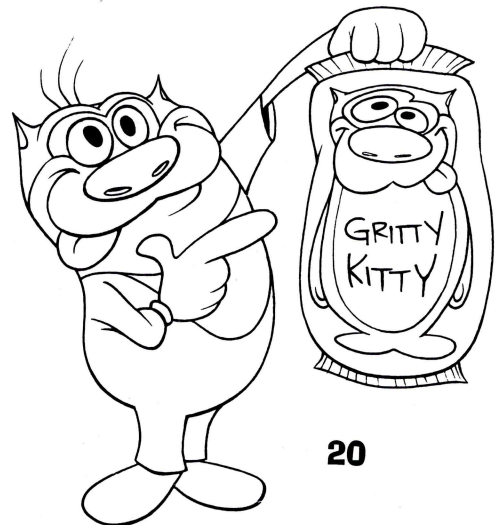
17



18



19



20



21



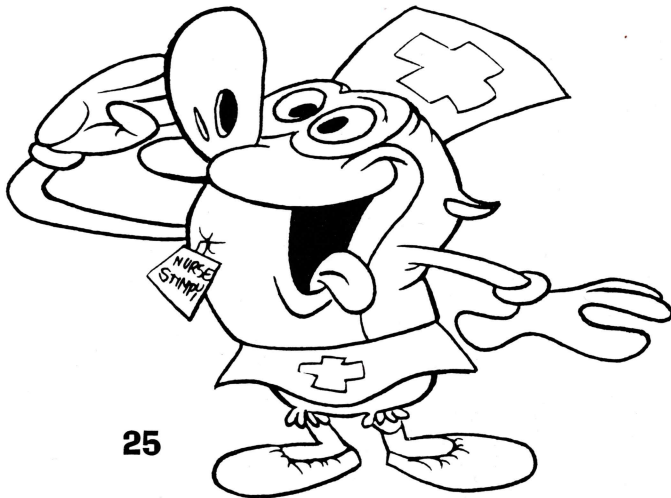
22



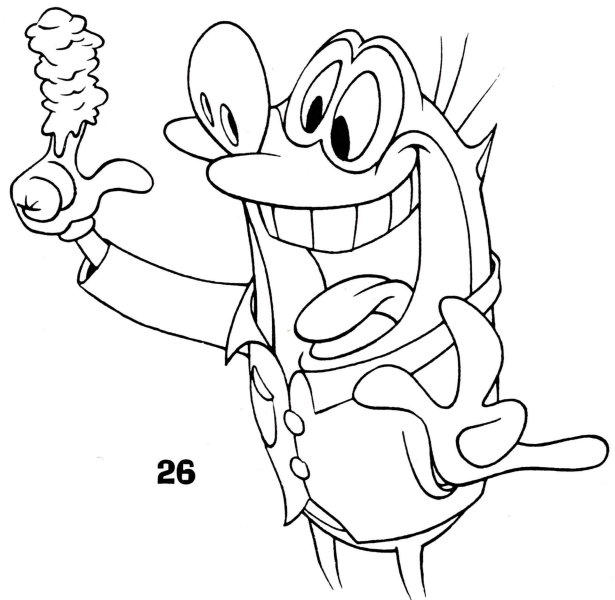
23



24



25



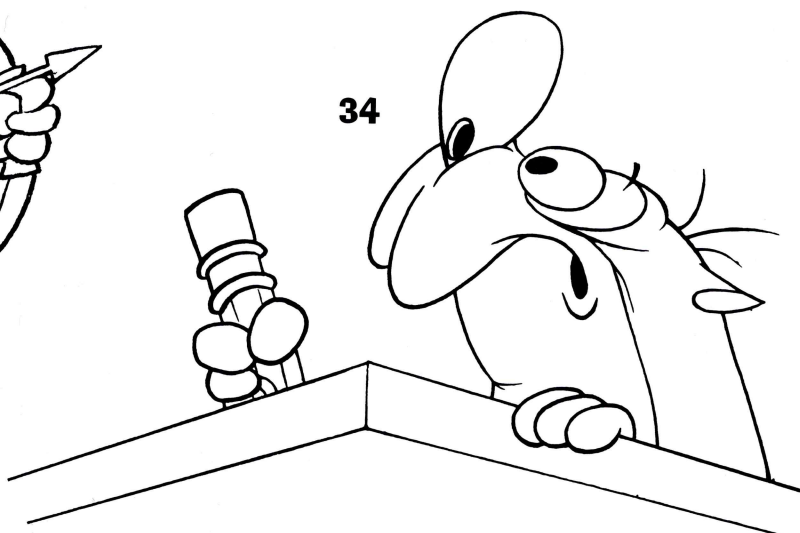
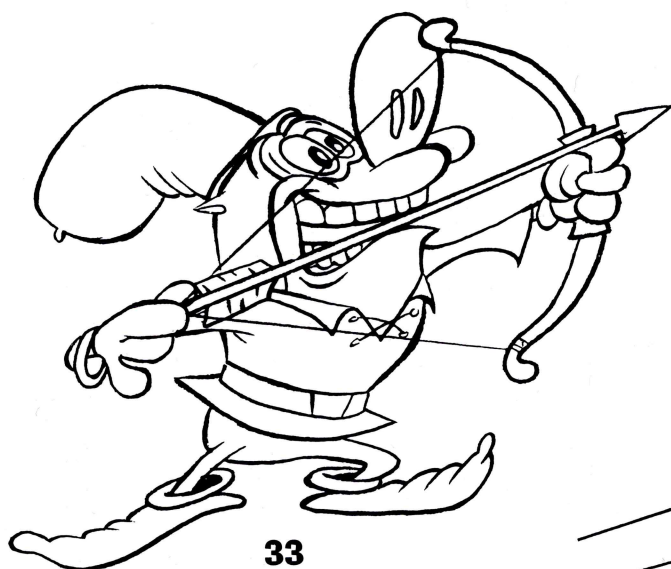
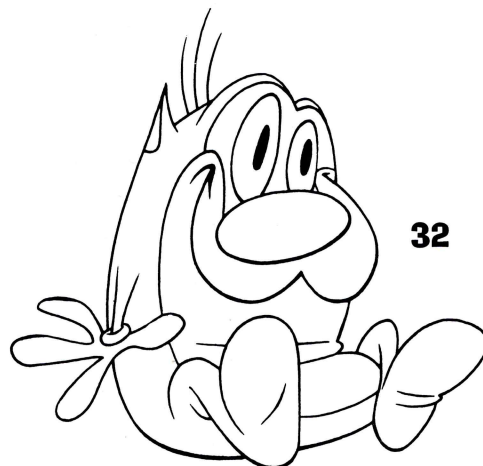
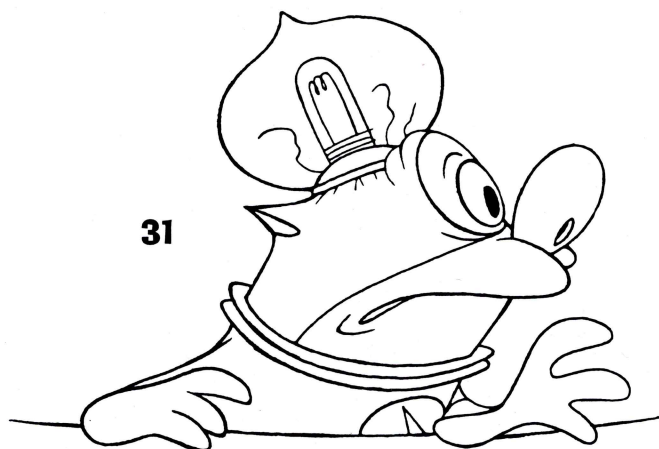
26

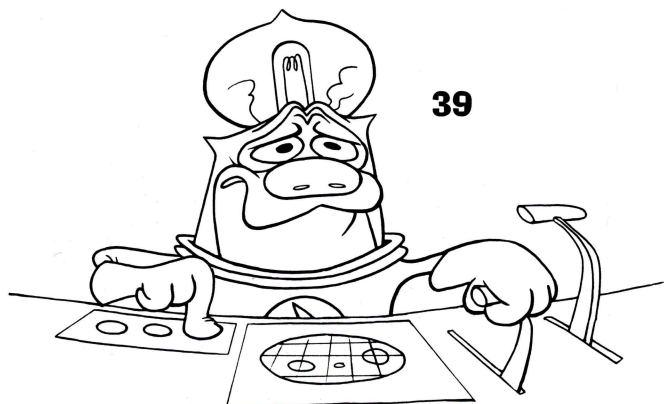
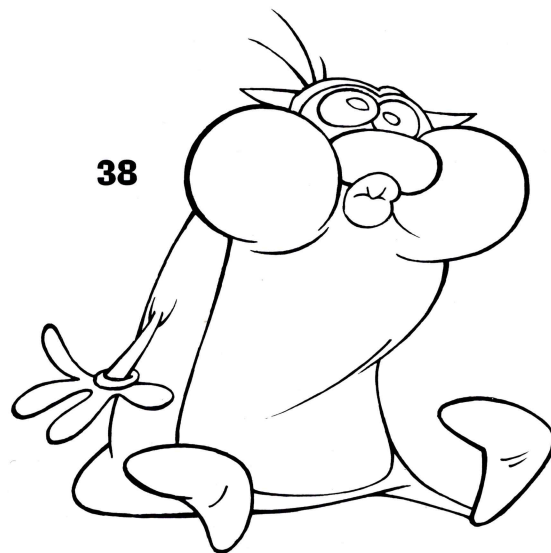
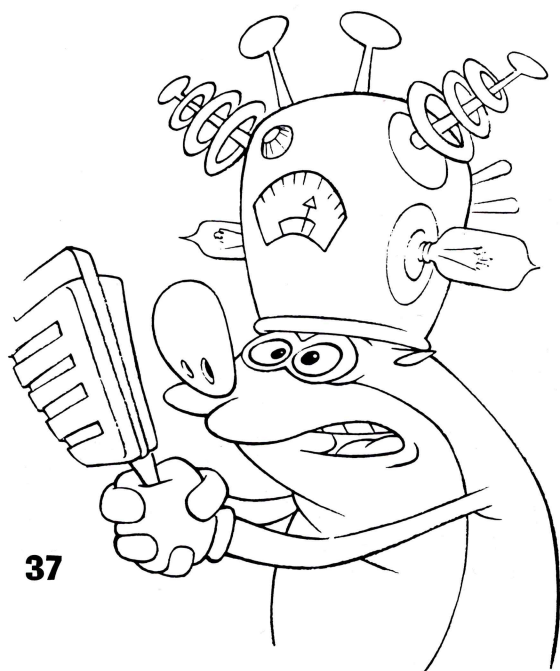
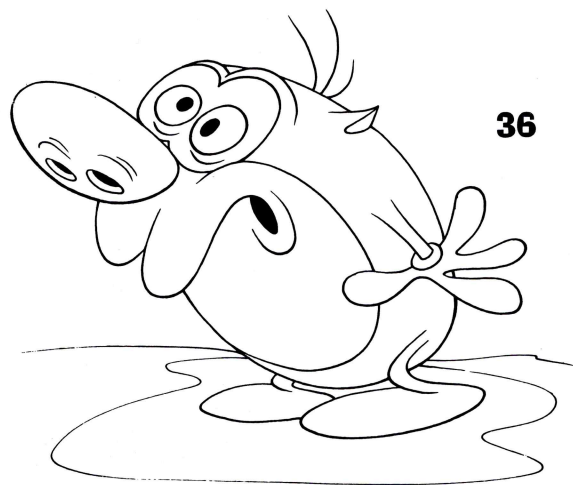


27



28





Powdered Toastman™

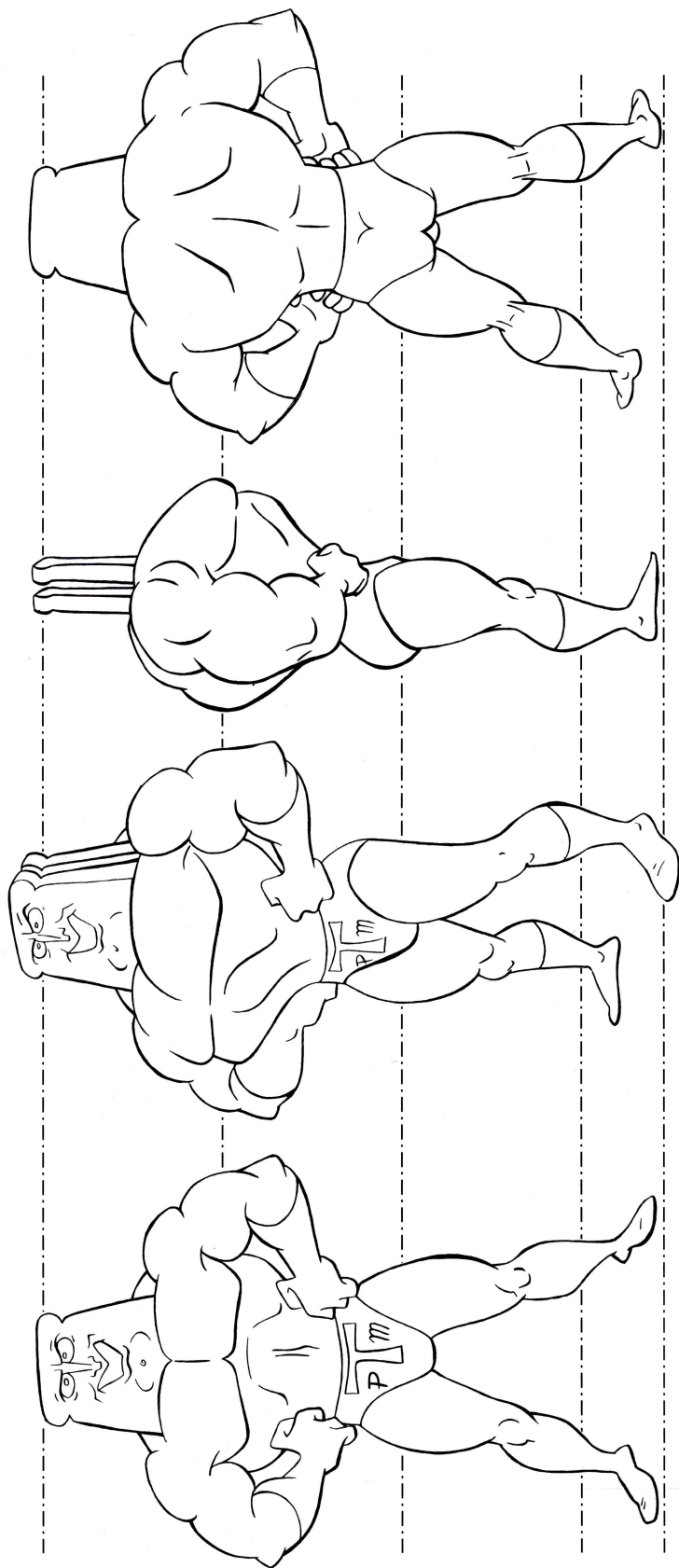
Powdered Toastman is Ren Hoëk & Stimpy's favorite breakfast Superhero. He is famous for his Powdered Toast and getting his strength from vitamin F. Powdered Toastman is able to shoot croutons from his armpits, is famous for his projectile raisin breath, and always manages to save the day.

In Powdered Toastman's own episode, he saves a hostage from the evil Muddy Mudskipper and gets the President out of a precarious position.



Powdered Toastman Dialogue

- "Out of powdered toast? Leave everything to me!"
- "Hold on, Buddy! You'll be free in a jiffy!"
- "Will evil never rest?"





1



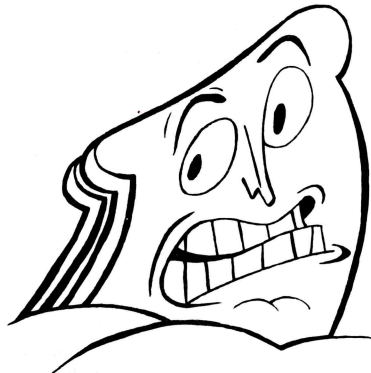
2



3



4



5



6



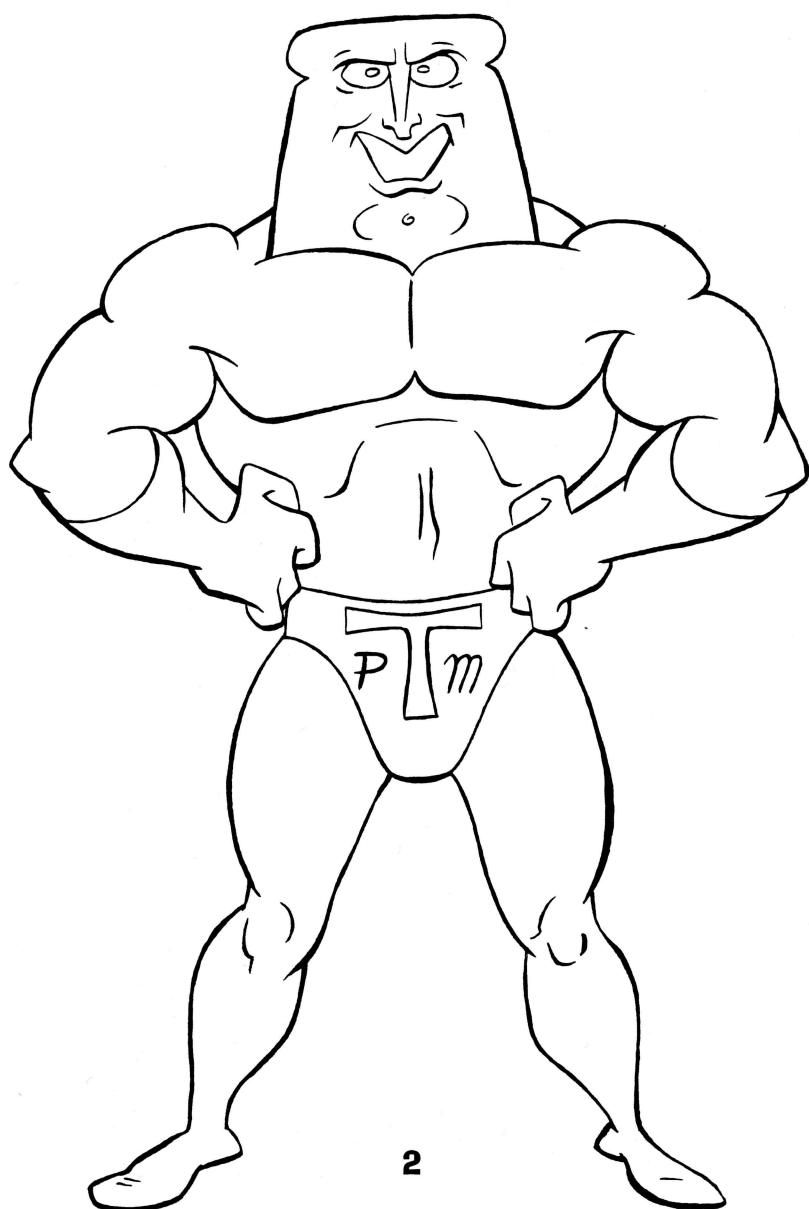
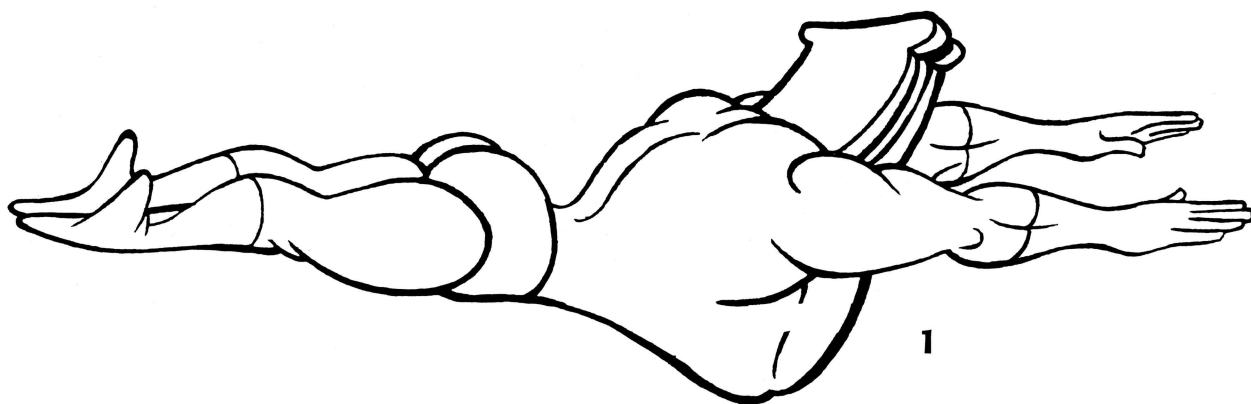
7

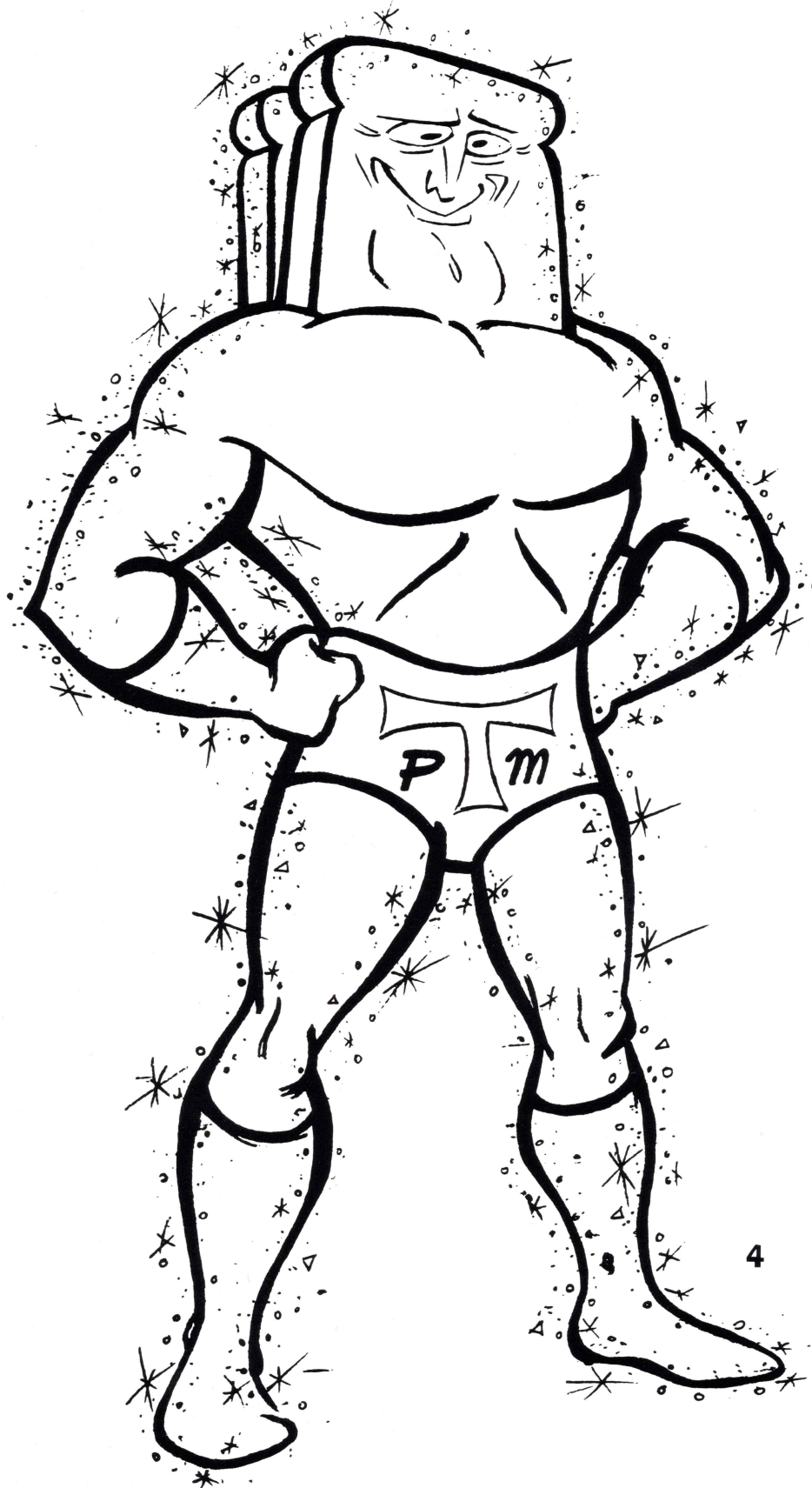


8



9

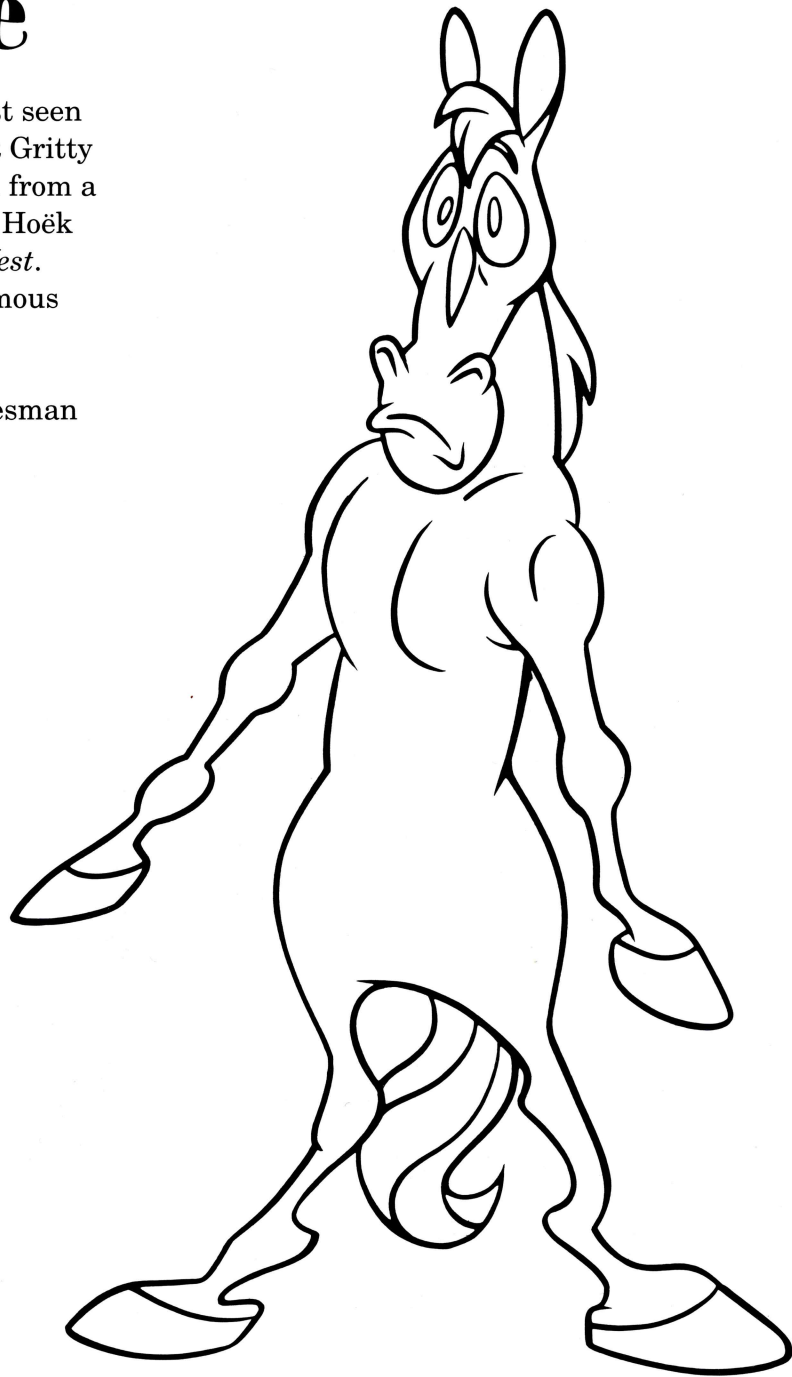




Mr. Horse

He's the horse of few words first seen in *Stimpy's Big Day* testing out Gritty Kitty Litter; in *Firedogs*, saved from a fire; and stolen by villains Ren Hoëk & Stimpy in the episode *Out West*. "No sir, I don't like it" is his famous saying.

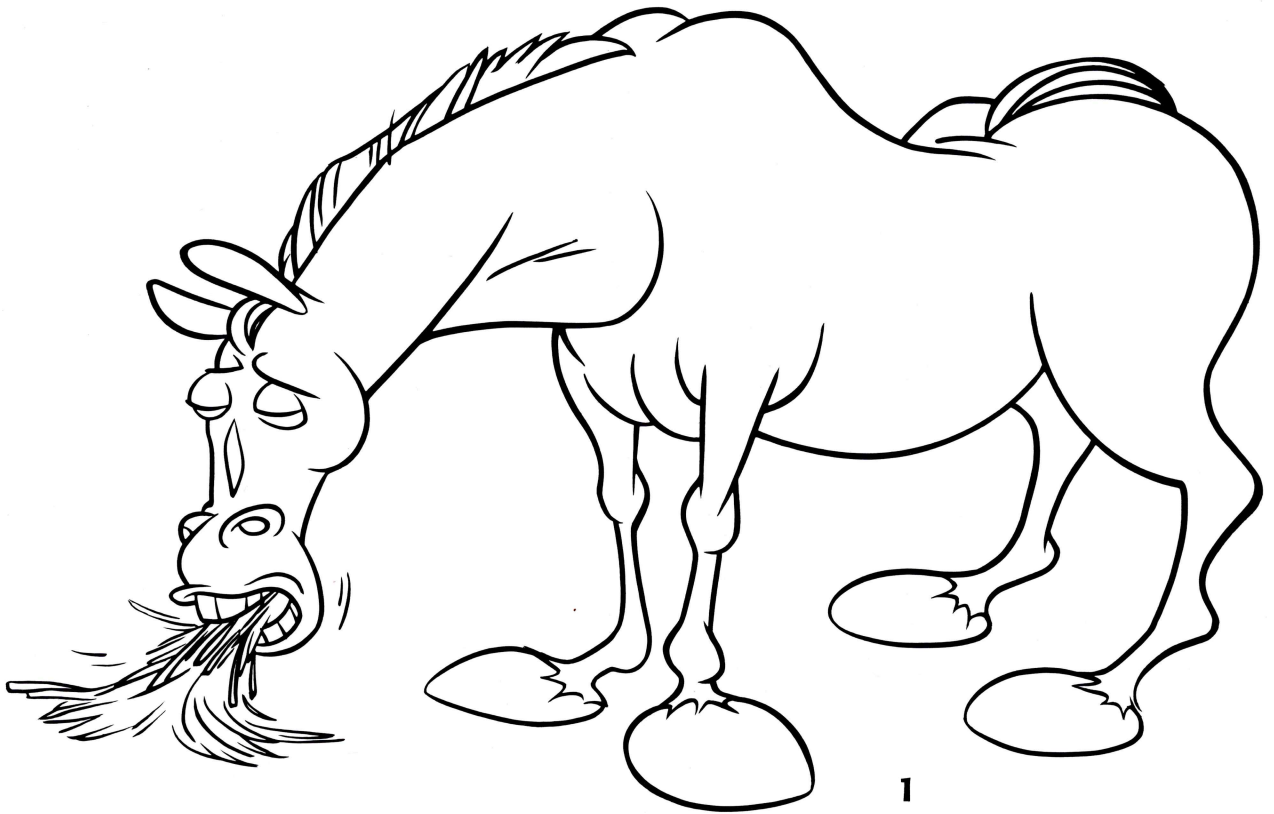
Mr. Horse will become a spokesman in upcoming episodes.

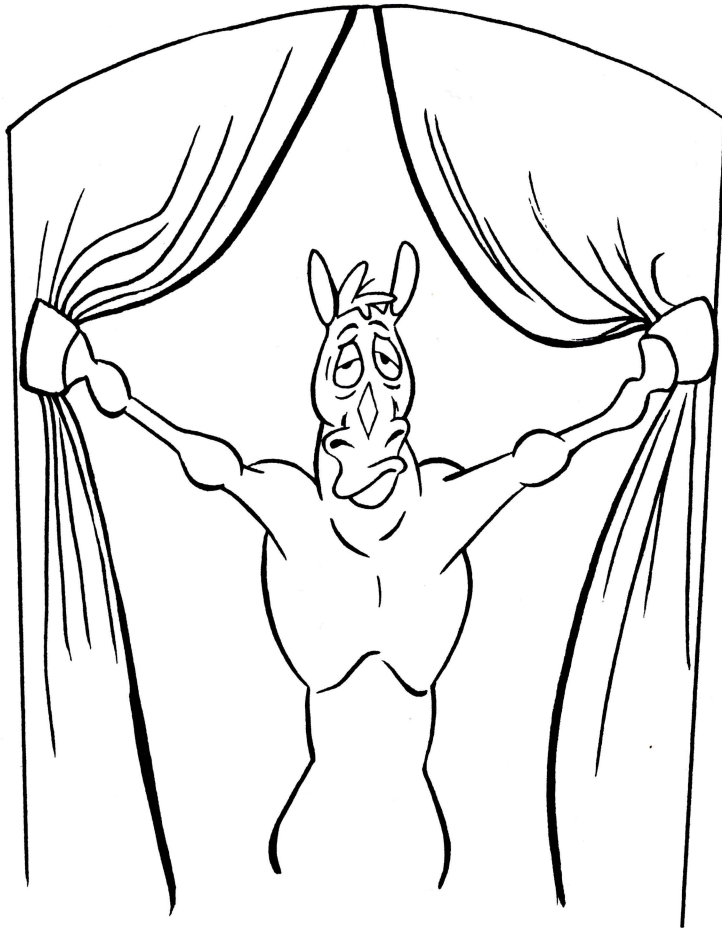


Mr. Horse Dialogue

- "No sir, I don't like it."
- "Did my wife send you?!"
- "Alright, so I made a mistake. One mistake!

Can't a man start over? Do I have to keep on paying? Huh?! Maybe I should make another mistake! Maybe *two* more!"





3



6



4



5

Muddy MudskipperTM

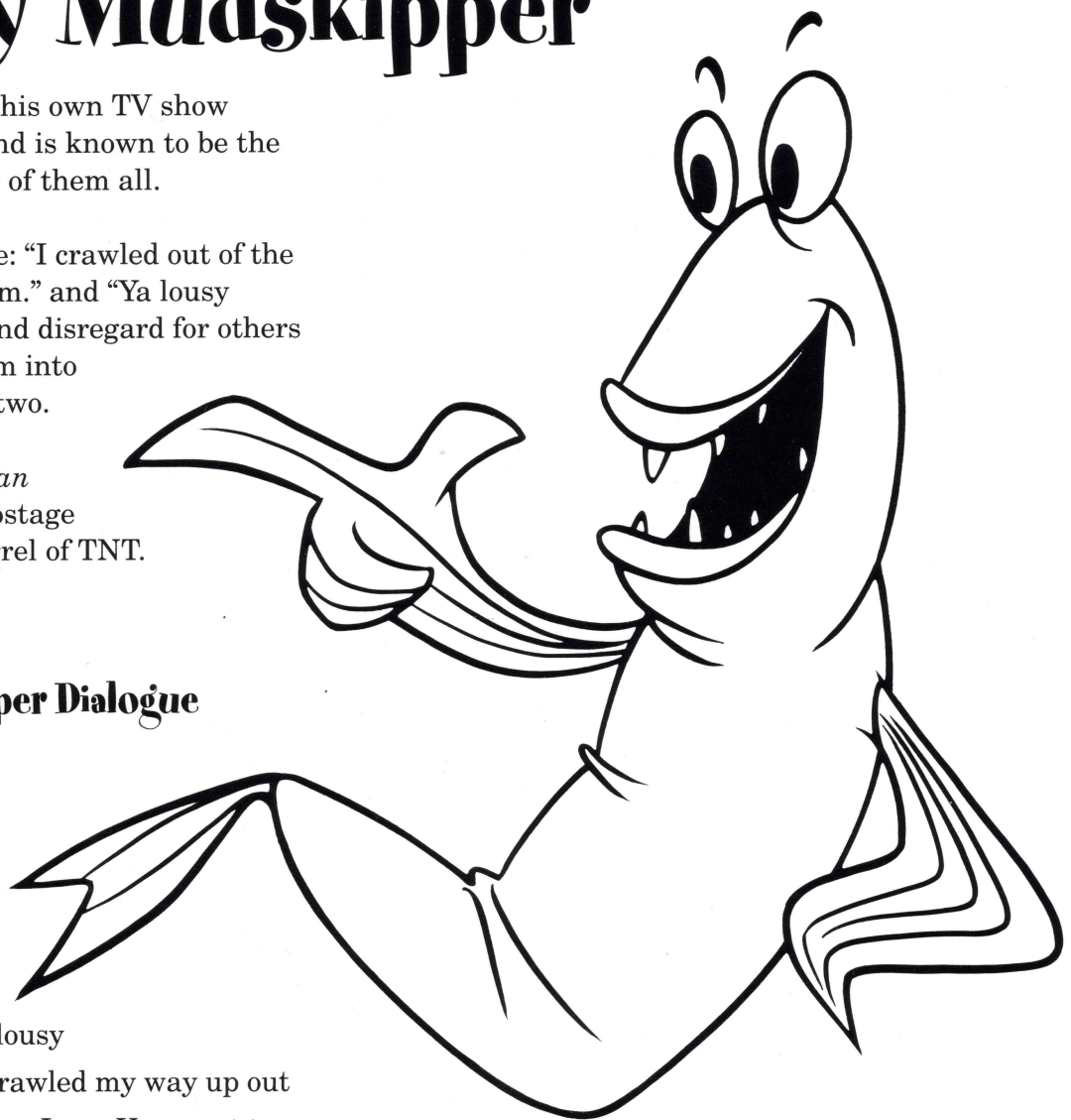
Muddy is the star of his own TV show (Stimpy's favorite) and is known to be the greatest mudskipper of them all.

His catch phrases are: "I crawled out of the mud to get where I am." and "Ya lousy bum." His sarcasm and disregard for others have transformed him into the villain of season two.

In *Powdered Toastman* Muddy captures a hostage and ties him to a barrel of TNT.

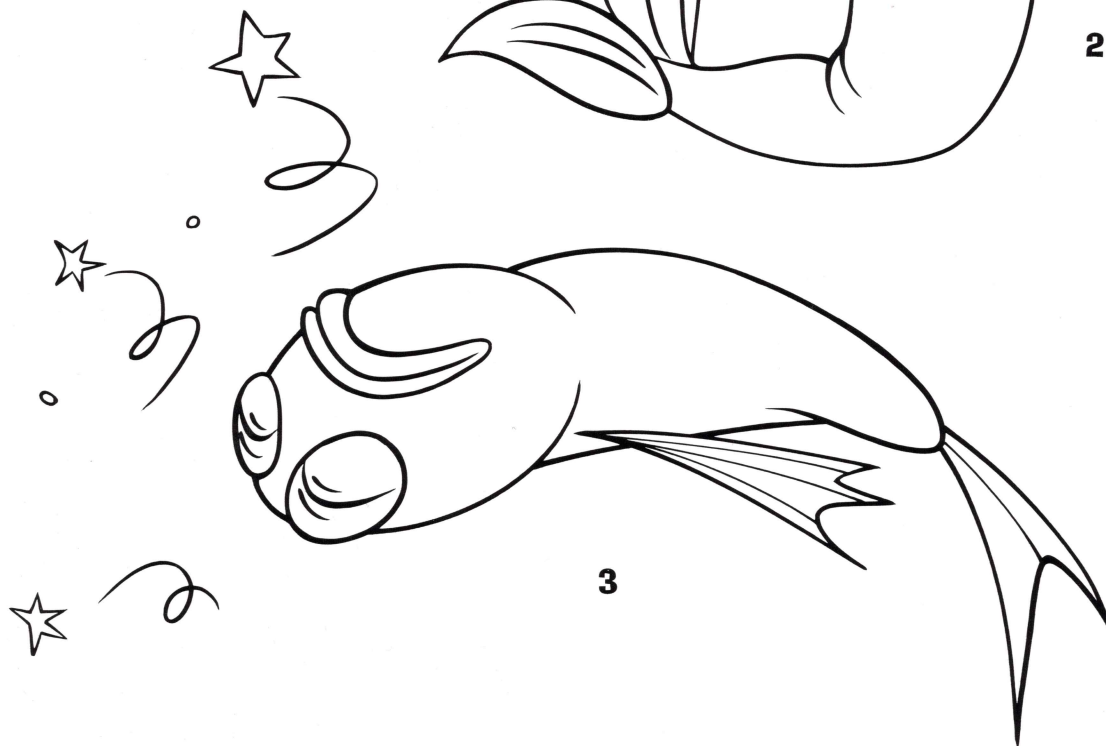
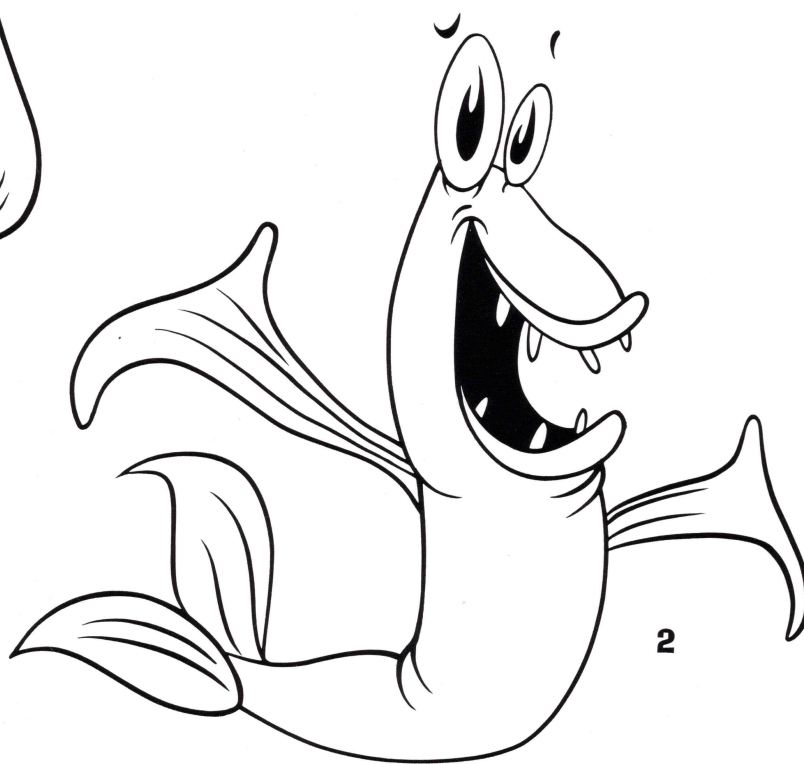
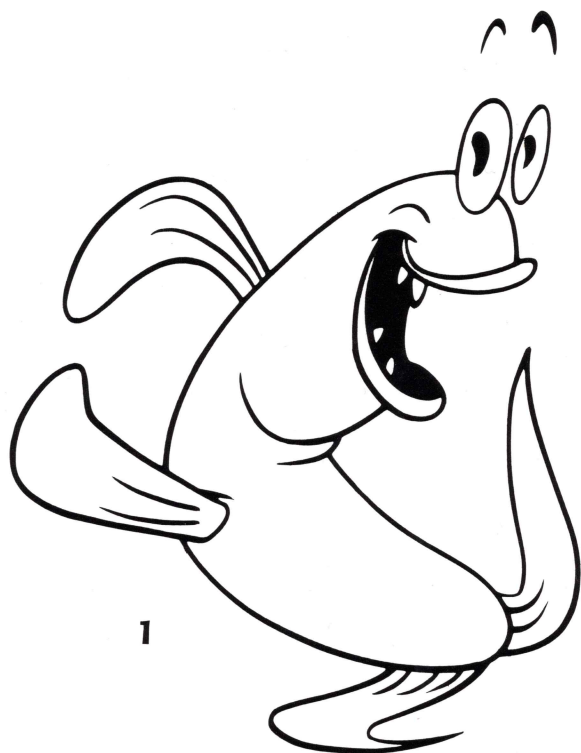
Muddy Mudskipper Dialogue

- "Ya lousy bum!"
- "Yeah, kid I know, don't sweat it. Someday you're gonna be big. Bigger than me. Stick with me kid. I was once a lousy bum just like you. I crawled my way up out of the mud to get where I am. You want to make it in this world you got to adapt. Ever breath oxygen, son?—Good! Don't start! Me, I'm hooked!"



Muddy Mudskipper Theme Song

*Who's the greatest mudskipper of them all?
 Who can skip thru the mud with the greatest of ease?
 What kind of wonderful guy?
 Who can crawl like a dog without scraping his knees?
 Who's got seg-ment-ed eyes?
 It's Muddy Mud-skipper, Yes—Muddy! Mud-skipper!
 It's the Muddy Mudskipper show!!!*



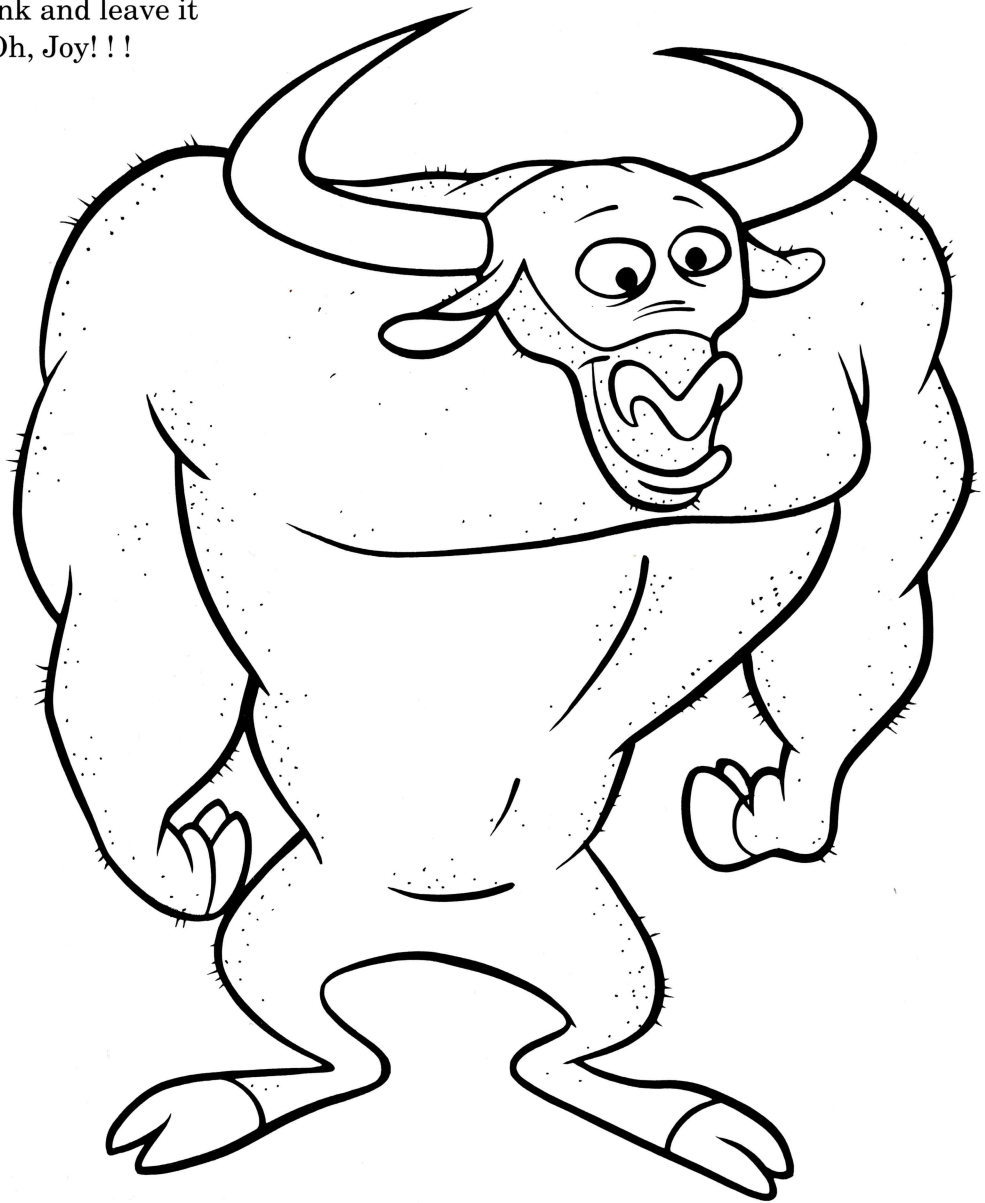
Yak

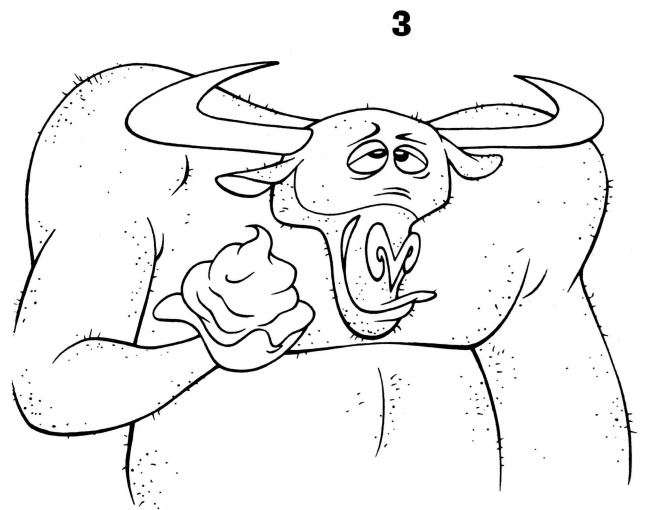
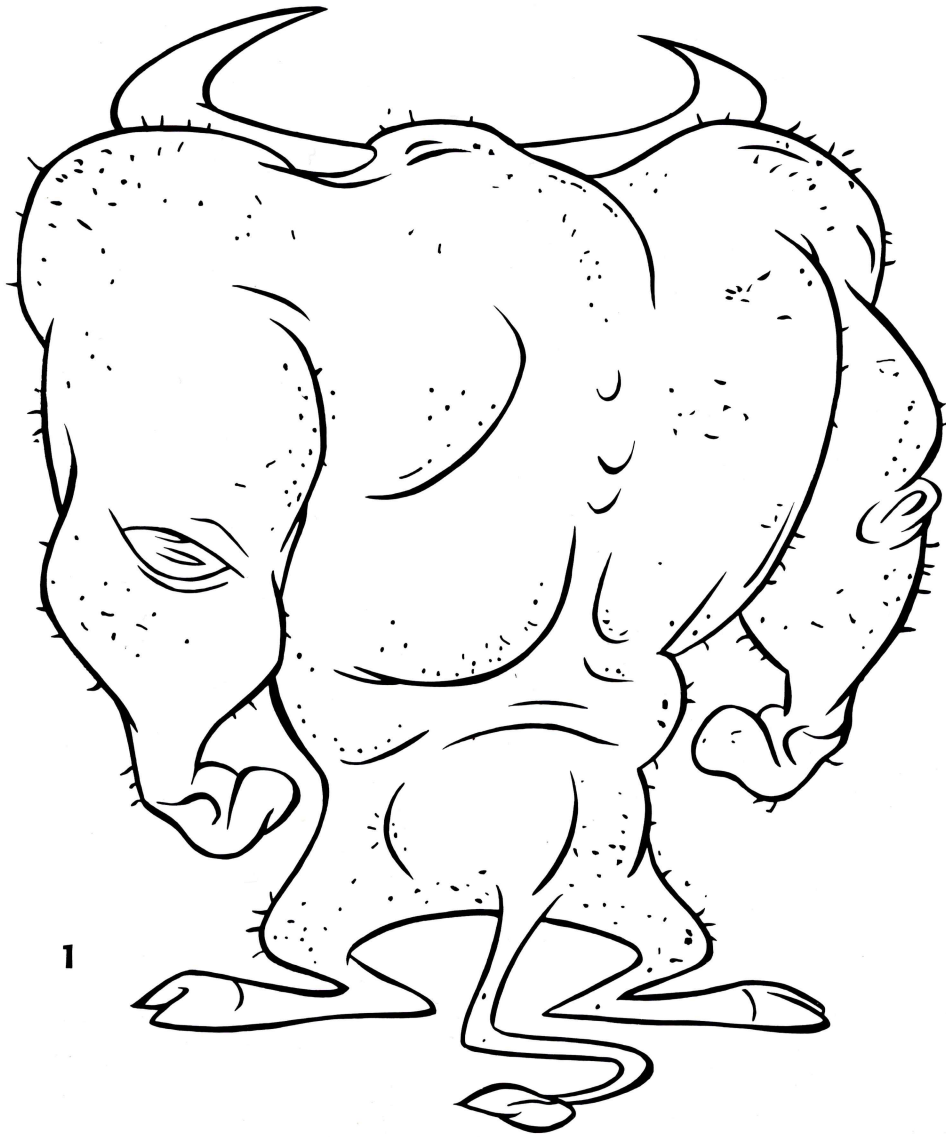
Though never heard, the Yak can be seen on YAK SHAVING EVE flying through the night, past the full moon, in his canoe.

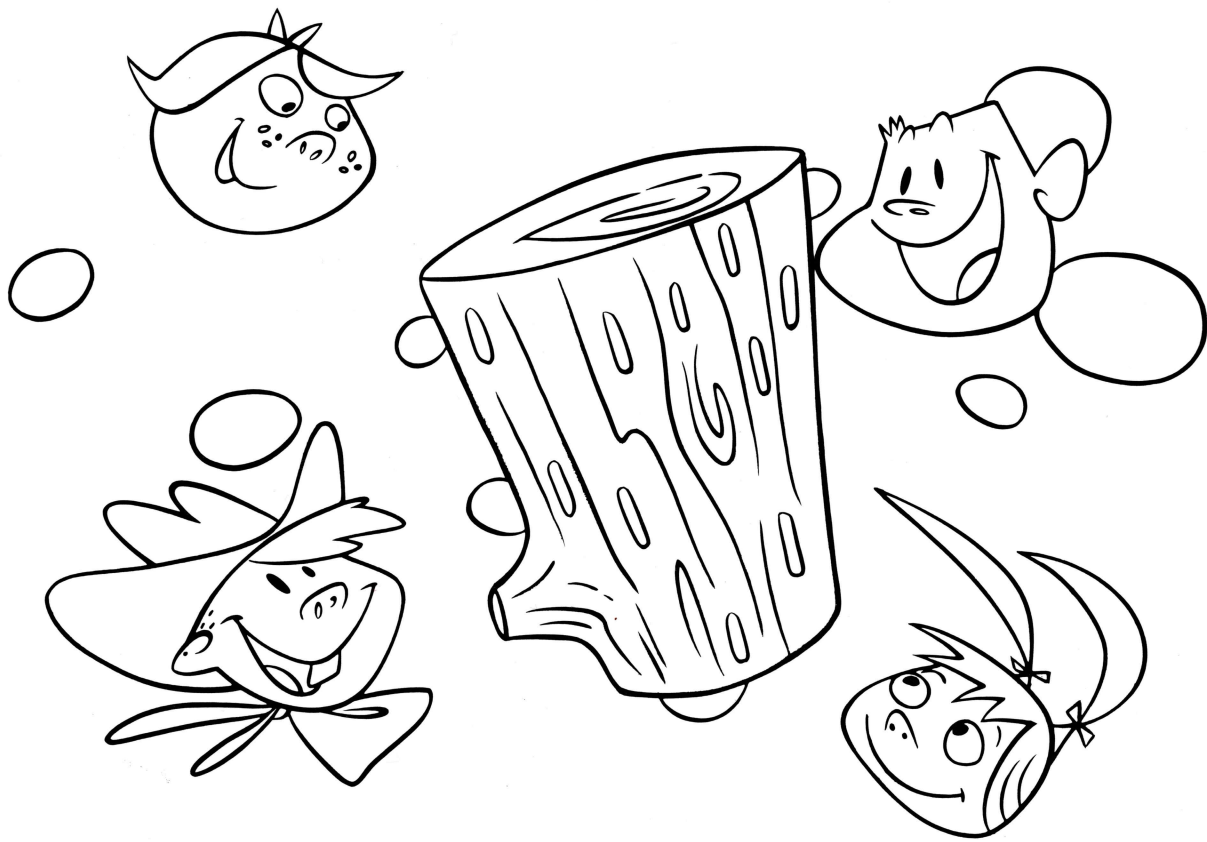
If your house is properly decorated with disposable diapers and boots filled with coleslaw, he will enter your house, shave in your sink and leave it full of Shaving Scum. Oh, Joy! ! !

Yak Dialogue

- "Hmmmmmm!"





LOGTM

Log is the pet rock of the 90's. There's log for girls with beautiful hair to comb, dream date log with dress up fashions, baby-wet-myself-log, frontier log, visible log, invisible log, and anatomically correct log. Accessories include; Log helmet, log underwear, and log lunch box. Log from BLAMMOTM.

The LOG theme song

*"What rolls downstairs alone or in pairs,
rolls over your neighbors dog?*

It's great for a snack, it fits on your back.

It's log, log, log!

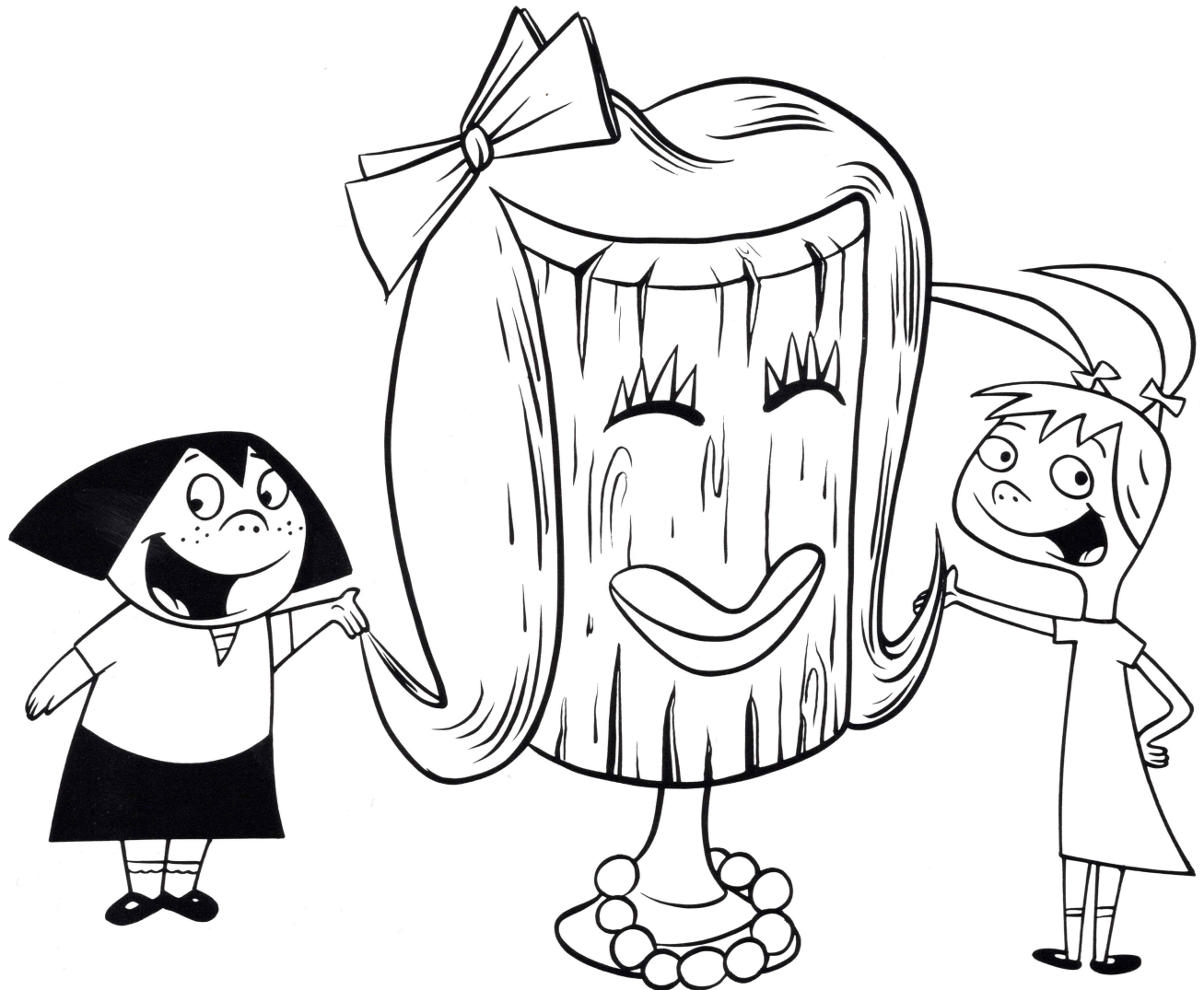
It's lo-og. It's lo-og. It's big, it's heavy, it's wood!

It's lo-og, it's lo-og. It's better than bad. It's good!

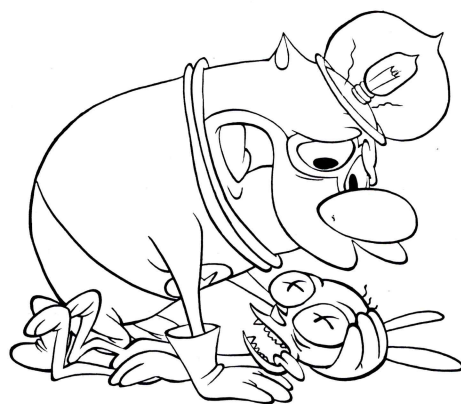
Everyone wants a log, you're gonna love it log!

Come on and get your log! Everyone needs a log!"





Group Poses





6



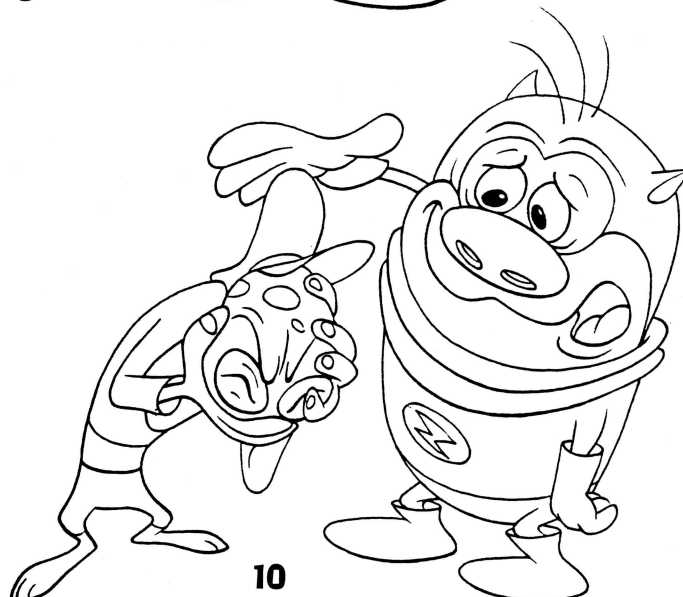
7



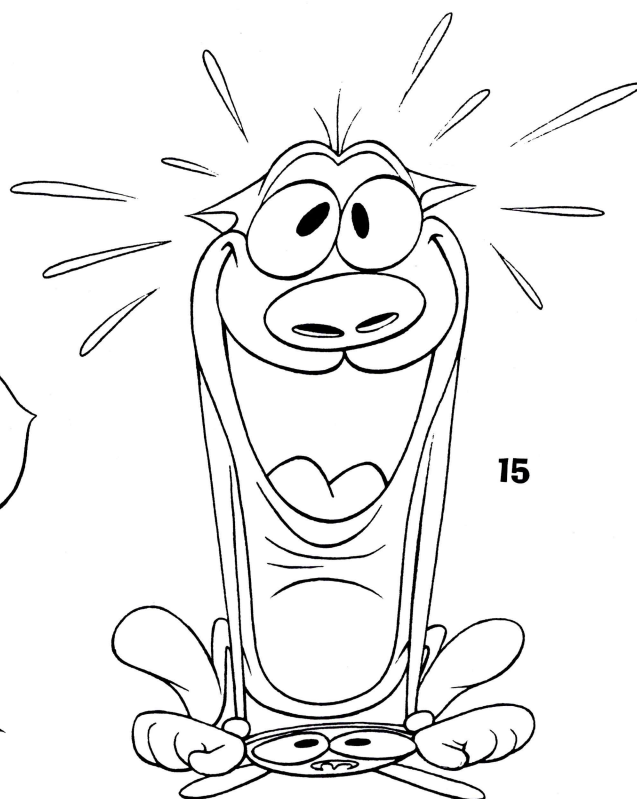
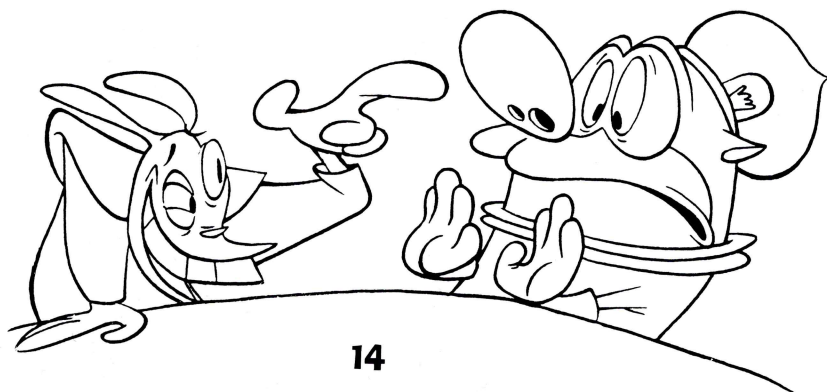
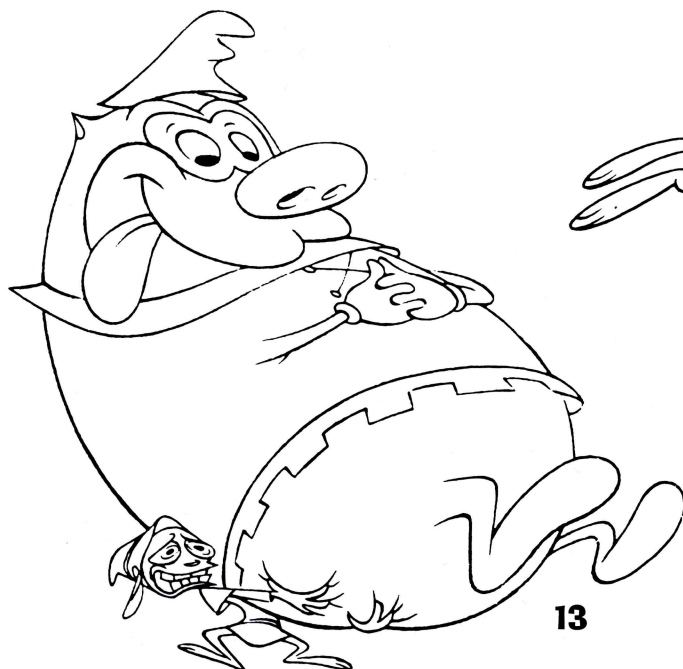
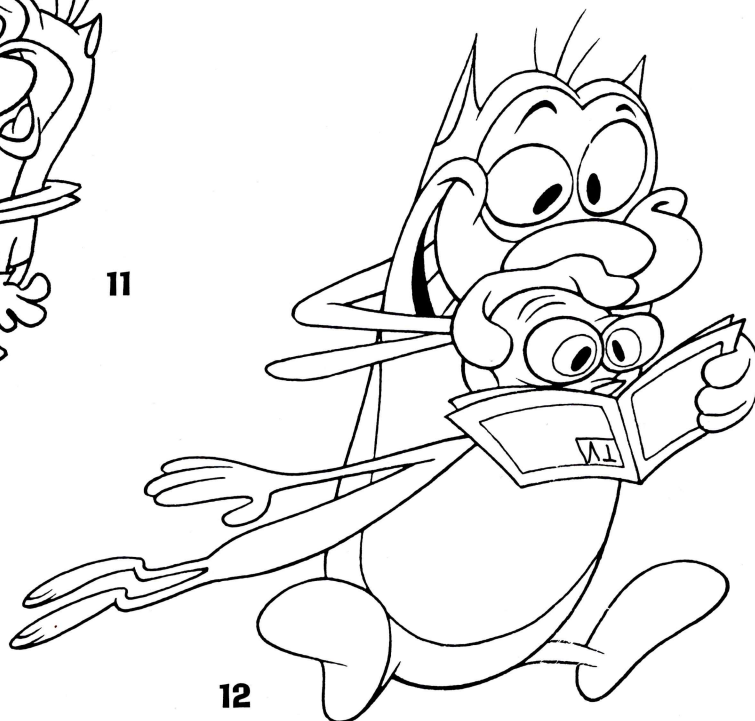
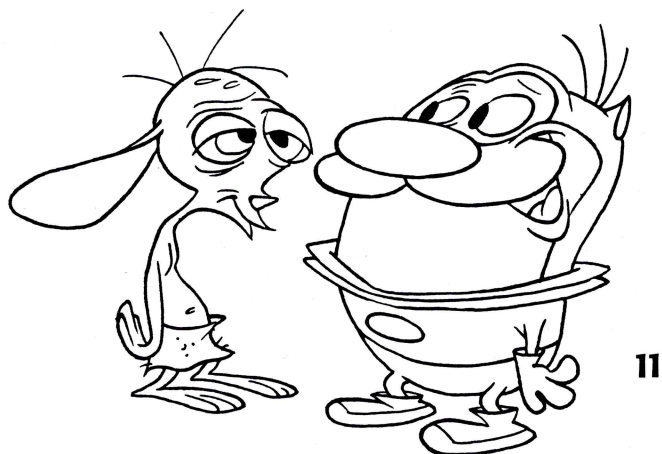
8

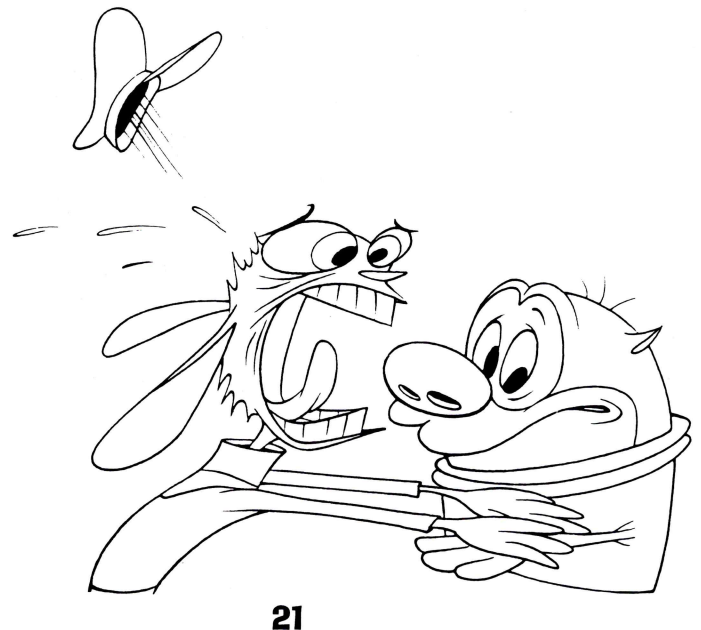
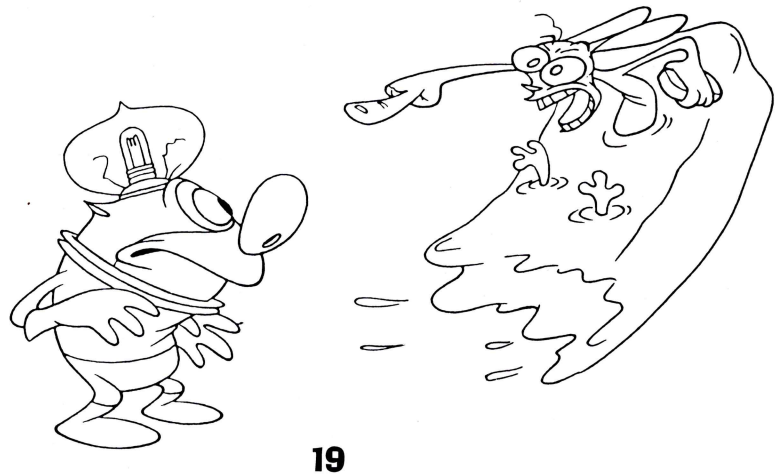
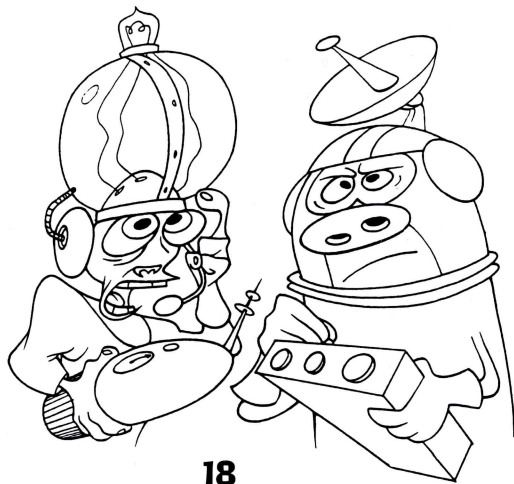
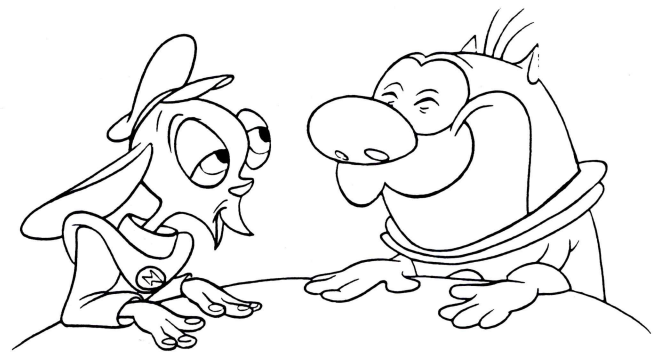
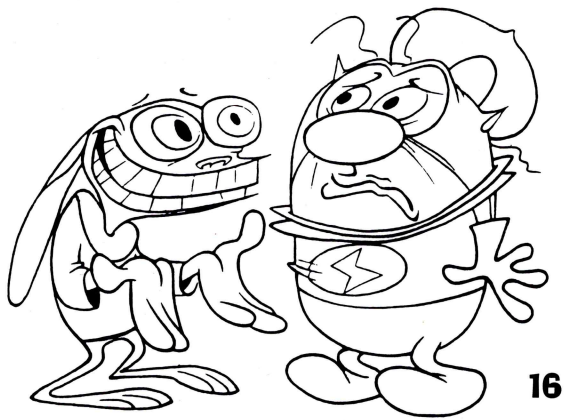


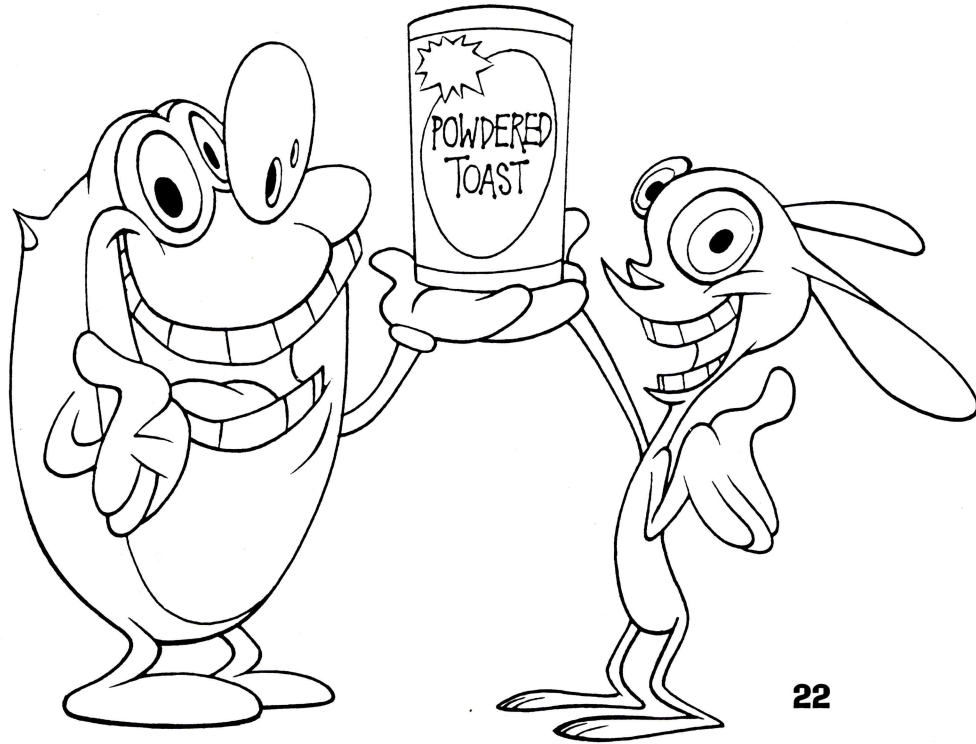
9



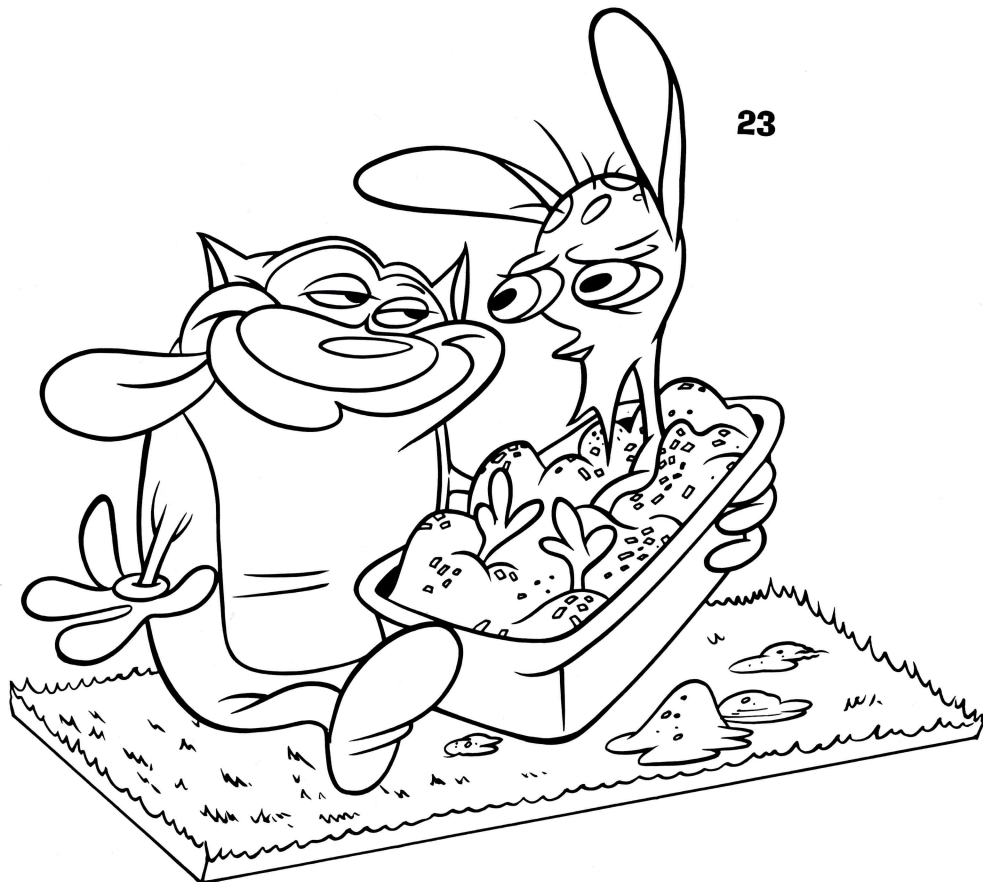
10







22



23



24



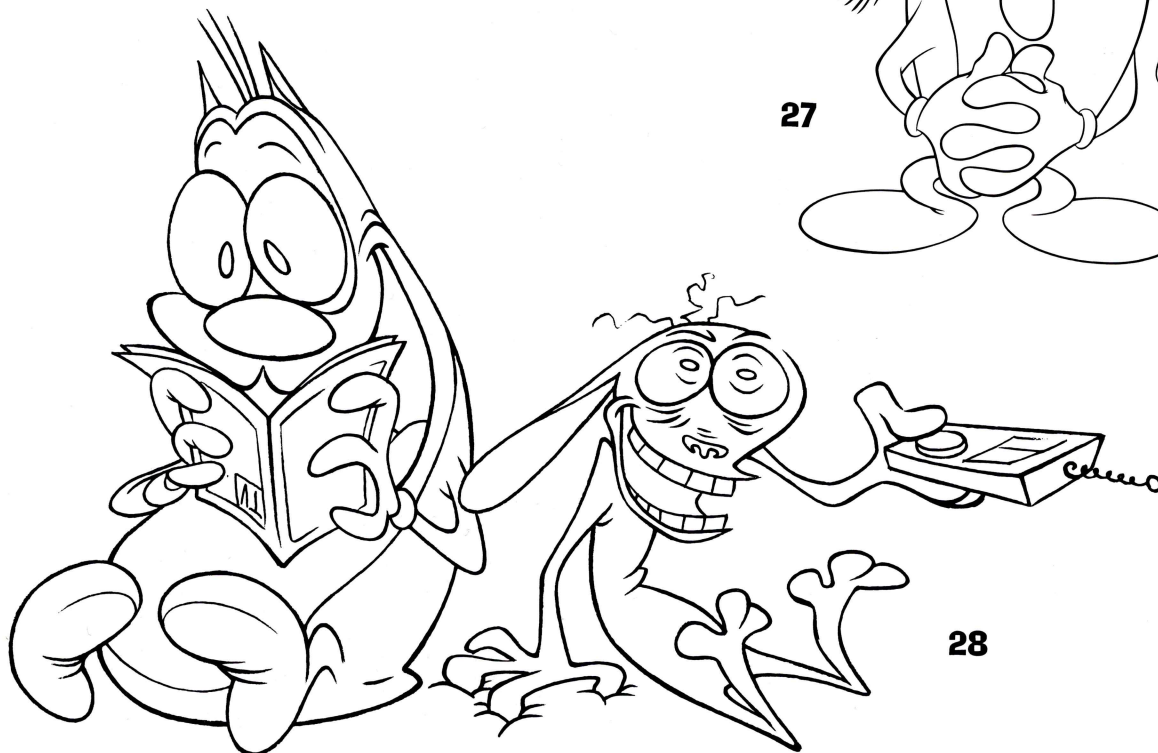
25



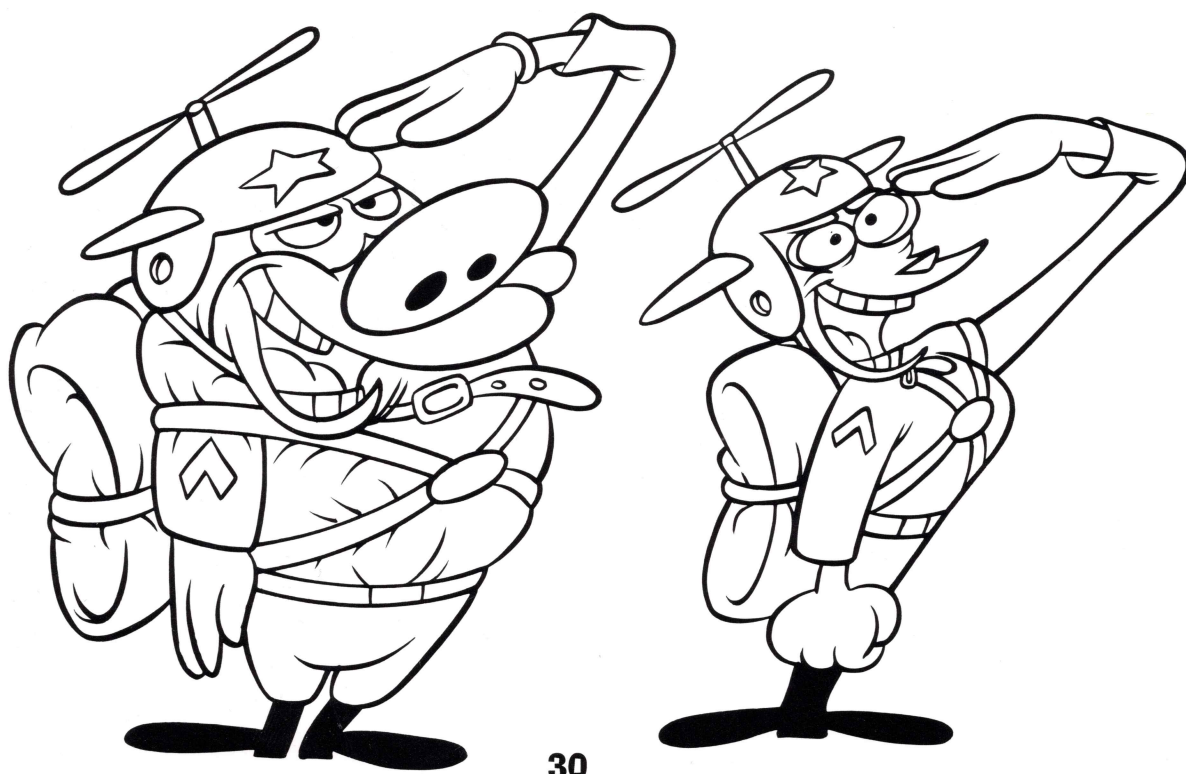
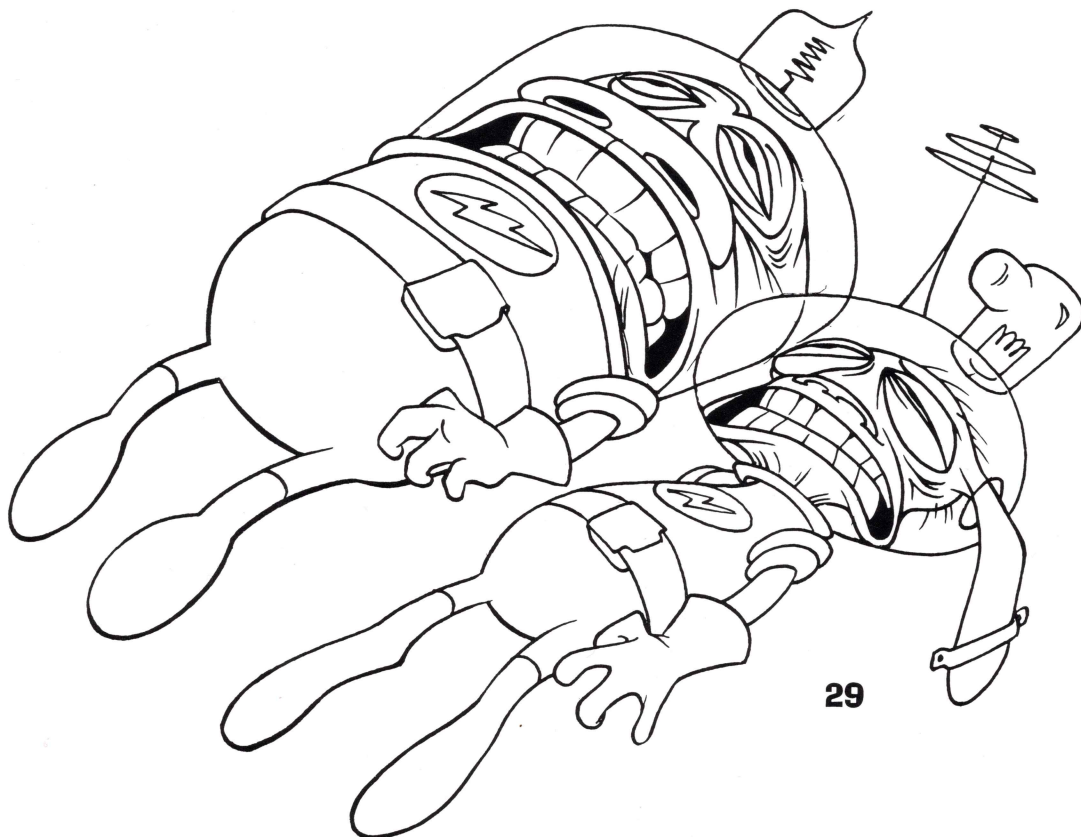
26

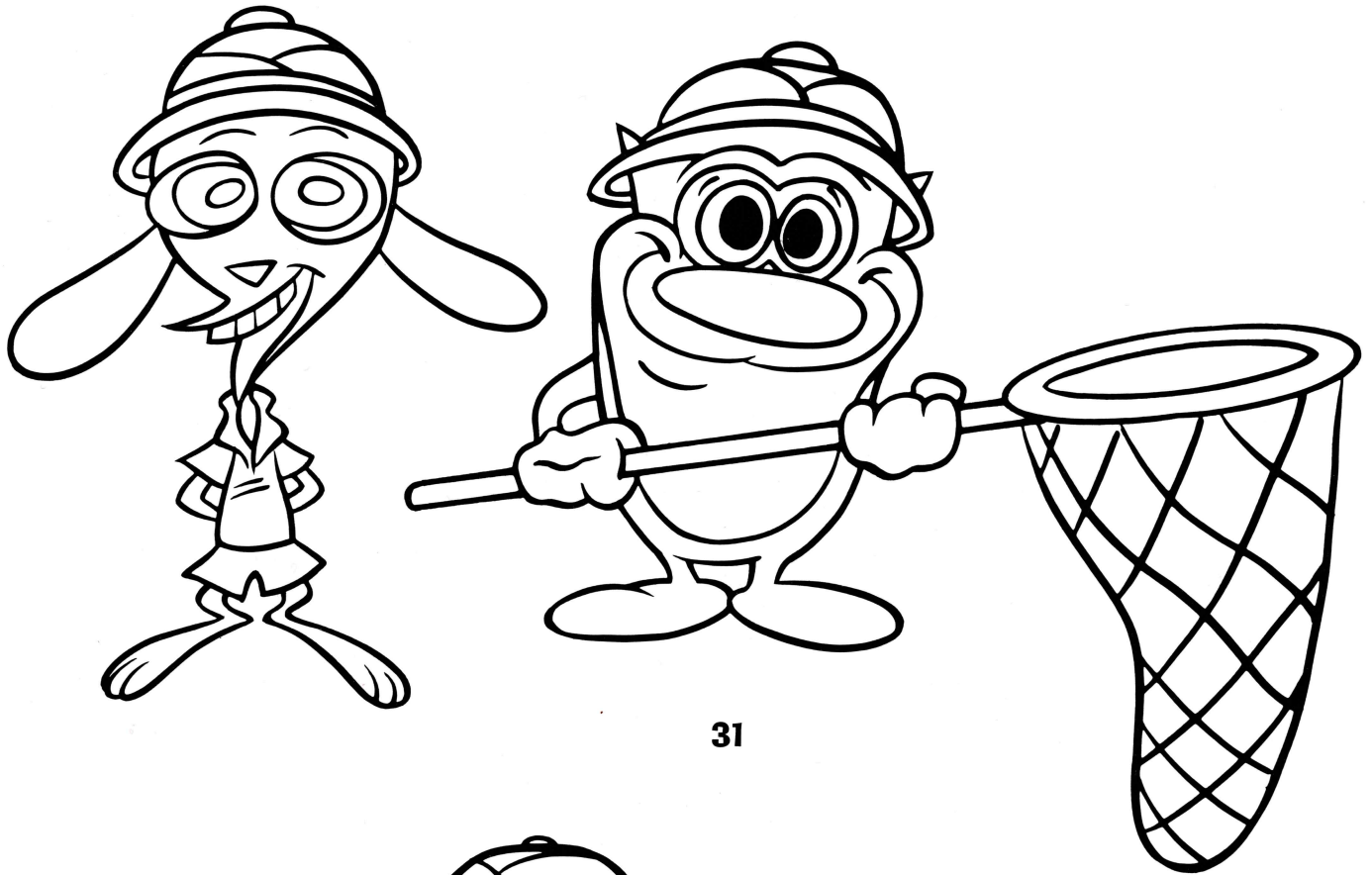


27



28





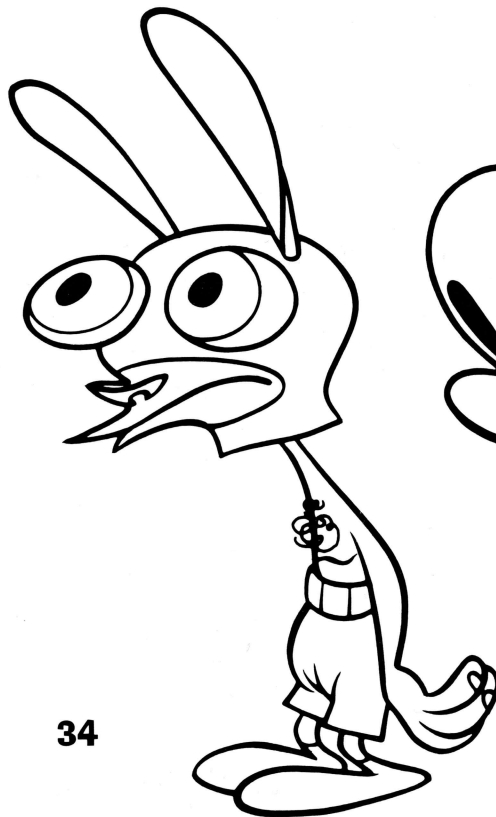
31



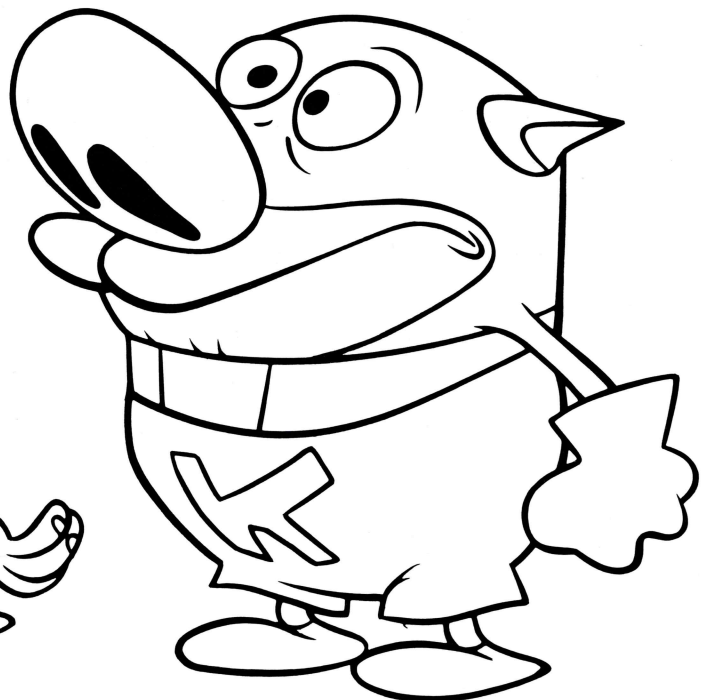
32

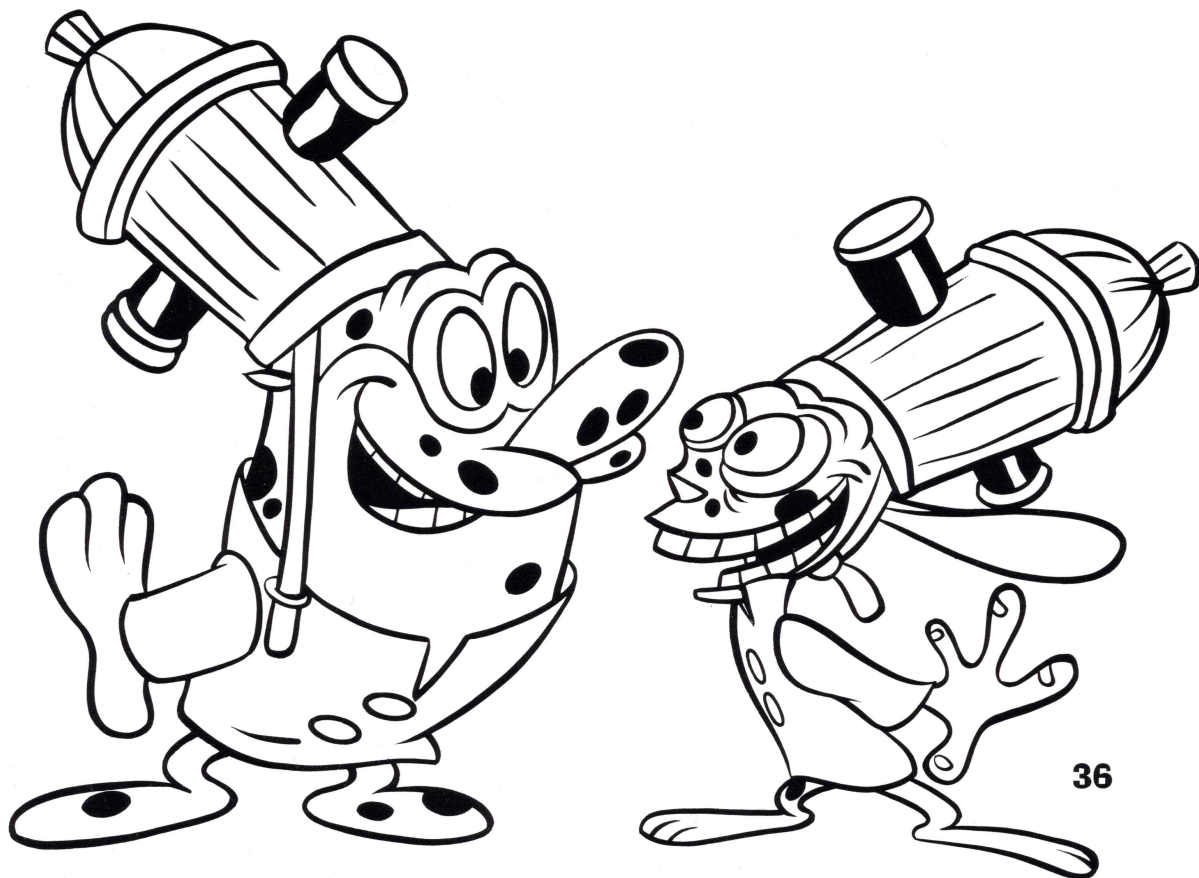


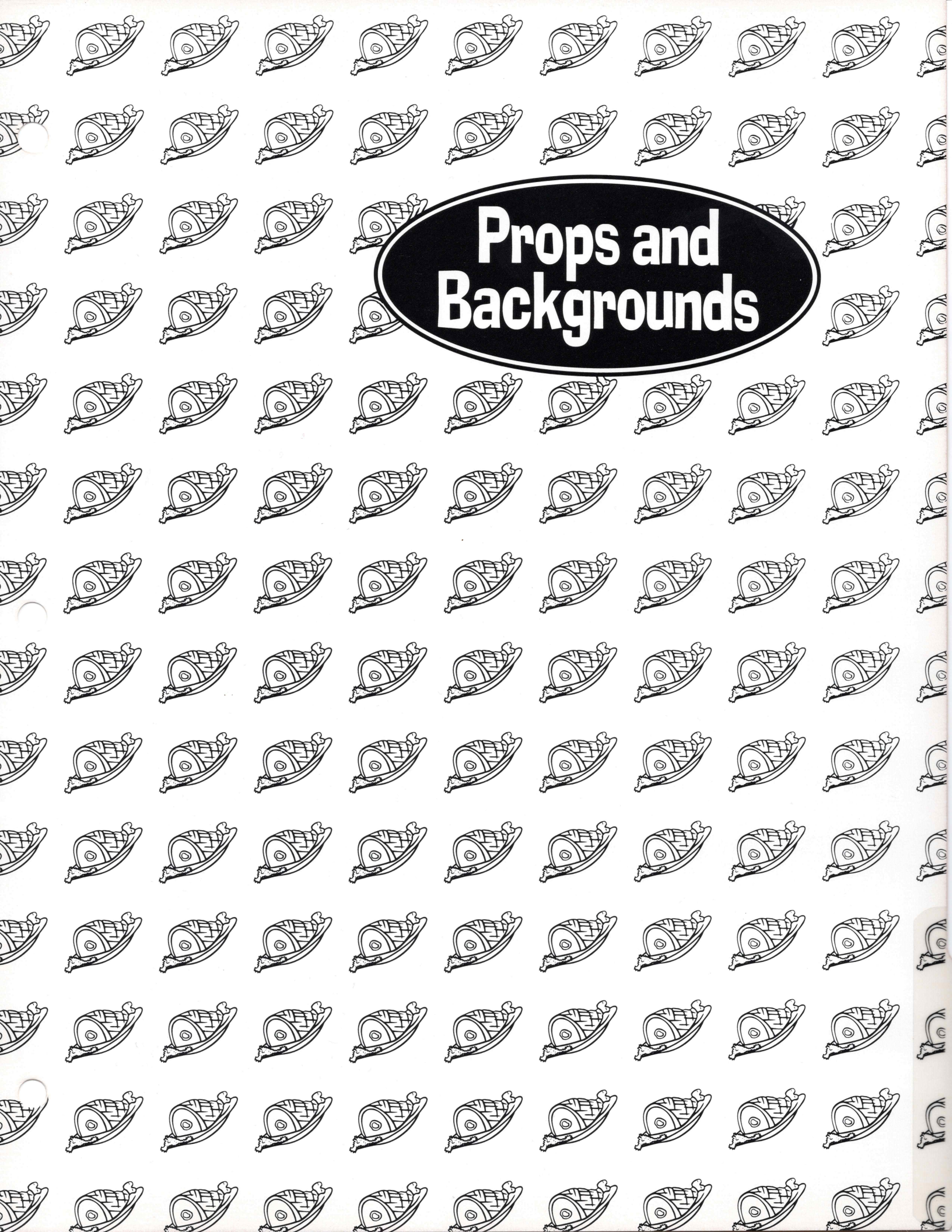
33



34







Props and Backgrounds

